

• THE REVIEW OF REVIEWS •

Edited by Albert Shaw

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News and Opinion

Including a Survey of the World's
Periodical Literature

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Mostly About Our Authors

FRANK H. SIMONDS this month writes from Washington instead of from London. In January Mr. Simonds sailed on the *George Washington*, accompanying the American delegates to the Naval Conference. He remained there until late March, cabling his articles to us. He then returned to Washington to find what the Senate thought of the proceedings. What he learned was not entirely reassuring.

● ● WHEN IN 1911 Joseph Pulitzer, editor of the *New York World*, launched his idea for a school of journalism in connection with Columbia University, a cry went up. Veterans of the news world, who had started life as printer's devils, asked in chorus: "Why spend four years preparing for a reporter's job which pays only \$15 a week?"

At that time MERVILLE STANLEY RUKESER, author of "Why Prosperity Will Return," in this issue, was a high-school student looking about for a career. The discussion caught his eye, and he determined to investigate the new school of journalism for himself. Four years later he received his B. Litt. degree from the Pulitzer School at Columbia, and later a master's degree in economics from the same university. Meanwhile he had been working at financial journalism, in a few years becoming in turn financial editor of the *New York Tribune* and of the *New York Evening Journal*.

At present Mr. Rukesyser is an associate professor in the School of Journalism at Columbia, and writes a daily interpretative column of financial news which appears in 110 newspapers of the United States.

"In the study of the current question of prosperity and recession, I recently went down to Washington where I spent more than an hour talking to President Hoover," writes Mr. Rukesyser. "I have also discussed the subject with Secretary Mellon, Roy A. Young, governor of the Federal Reserve Board, Robert P. Lamont, Secretary of Commerce, and with leading industrial executives, bankers, and economists."

● ● WILLIAM KILMER, army engineer since 1917, asks in this issue, "Must Uncle Sam Build a Nicaragua Canal?" Captain Kilmer has an intimate knowledge of the engineering problems as well as of the historical background of his subject. In the article he points out that the Nicaragua route, which is being surveyed at the present time, has natural features which have made transportation

possible since the days of Commodore Vanderbilt. It would be a cheaper and shorter water route between East and West in the United States.

Of himself Captain Kilmer writes: "My World War experience was no worse or better than thousands of others. Much of it I would like to forget. So my story boils down to something like this: Engineering education at Troy, New York. Consulting engineer (hydro-electric and structural), New York City, 1906-17; army engineer, 1917 to date." He admits an intense desire to present engineering problems of national interest in such a manner that they may be understood by the average reader.

● ● FREDERICK F. DUNCAN, author of our brief biography of Cyrus S. Eaton, is a newspaper man in Cleveland, Ohio. He was born "somewhere north of the northern United States border," and for the past twenty-eight years has been recording for midwest newspaper readers the ins and outs of politico-financial economics, with special reference to Wall Street and to men who matter in the great city of Cleveland.

"While Cleveland is producing its Wades, Rockefellers, Van Sweringens, Mathers, Hannas, and Eatons, almost anything is likely to pop. It may be the wise thing for a newspaper man to stick around the home base," writes Mr. Duncan. He confesses to being a "friendly critic of the much maligned business fraternity that occupies the lower tip of Manhattan."

● ● NEXT MONTH television will appear in the REVIEW OF REVIEWS. It has of course been there before, as the experiments of the last few years were made. But not until mid-April was two-way television—ordinarily telephone conversation plus seeing the person you are talking to while he sees you—perfected. A member of the REVIEW staff attended the first showing. He will tell what it feels like to be "televised," and explain how the thing is done.

All of which introduces JOHN J. CARTY, chairman of the board of the Bell Telephone Laboratories, and vice-president of the American Telephone & Telegraph Company. With his article on "Science, the Soul of Prosperity" appears a brief article on General Carty himself. It is by FRANK BALDWIN JEWETT, president of the Bell Laboratories and also a vice-president of the Telephone Company. Both men have had much to do with the fact that the Telephone Company not only

sells telephone service, but pioneers in the development of all human communication. Hence the new steps in television.

● ● "WOULD TO HEAVEN I could give you buckets of scarlet, sulphur yellow, and deep purple for colorful incidents, but life has been horribly drab and gray of late. Really, I should give up writing and devote my time entirely to farming to get a little excitement."

So writes WALTER V. WOELKE from San Francisco, in answering a request for an autobiographical note. His article, "Don't Drive Out the Mexicans," tells about some of the suspense and excitement under which a Southwestern farmer earns his daily bread. Mr. Woelke has "been living in the West and preaching conservation of natural resources, principally water and forests, since 1906. Agriculture has been my hobby. Since 1912 I've always had some kind of orchard I was supporting. Now it's grapefruit. That's how I became interested in the farm-labor problem."

Mr. Woelke was born in Germany. After having finished his studies at the University of Göttingen, he came to America, first editing a German newspaper, and later joining the ranks of American journalists. He was editor of *Sunset*, published in San Francisco, for fourteen years, and has written before for the REVIEW OF REVIEWS.

● ● A GOLD FOOTBALL and a gold Phi Beta Kappa key jingle together on JOSEPH STAGG LAWRENCE'S watch chain. Both were won at Princeton University. Mr. Lawrence, author of "The Price Level and the Morning After," speaks:

"My education at Princeton was interrupted by the War. Although under age at the time and sadly lacking in the heroic qualities of the crusader for democracy, I enlisted at the outbreak of the War. I was taking an atrocious course in philosophy at the time and chose the lesser of two evils. After participating more or less strenuously for three years in the effort to show the Kaiser the error of his ways, I returned to Princeton to get my degree. I played football on two of Princeton's teams and ended up with the glittering symbol of the Phi Beta Kappa so that I am a cross between a highbrow and a roughneck."

Mr. Lawrence has written two books, "Stabilization of Prices," and "Wall Street and Washington," and is about to present a third, "Banking Concentration." He first taught at Princeton, but is now purely a writer.

Industrial . . .

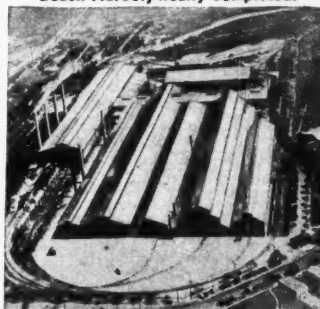
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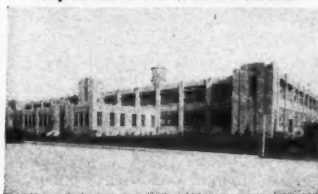
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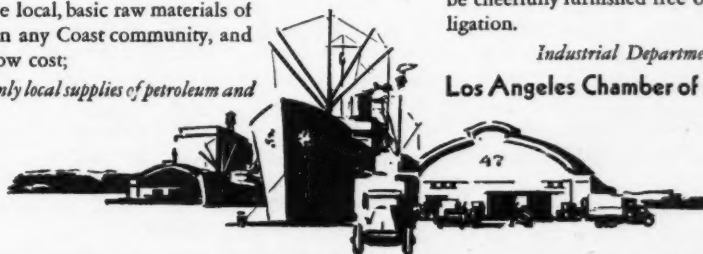
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Industrial Department

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THE WORLD OF BOOKS

By WILLIAM B. SHAW

The Critic Has Turned Reporter

ONE WHO HAD never given the matter much thought would be likely to underestimate the amount of book-reviewing that is annually done for the American public. There are those still living who can recall a time when book reviews were written and published not for the general public at all, but for the comparatively small group that made up our supposedly educated class. Doubtless at that time the printed reviews exerted an influence out of proportion to their limited number of readers. But all that is changed. Nowadays men and women are actually paid real money for writing book reviews intended to be read not by persons conceived to have attained a degree of sophistication equal to that of the authors in question but by every Tom, Dick, or Harry, educated or uneducated, who may have the slightest interest in the subject-matter of the work under consideration. Most of these reviewers are not "critics" as the term was once understood. They would say that their business is not so much to criticize books as to explain them. The famous duel of words between the poet Tennyson and Christopher North ("English Bards and Scotch Reviewers") is simply unthinkable today. English bards there still are, but Scotch reviewers of the Christopher North type are gone forever. In their place we have a large and increasing group of writers (in America and England, at any rate) who have to deal with a vastly larger literary output, from month to month, than the past century knew and who have neither the time nor the inclination to indulge in personal bickerings.

It may help us to appreciate the change in the book-review situation that has taken place if we consider the great number of daily newspapers throughout the country that now have regular book departments, many of them ably and attractively edited. Every important paper in New York and Chicago is thus equipped and it would be hard to name a journal of wide influence anywhere between the Atlantic and the Pacific that does not make a practice of reviewing

the noteworthy books as they appear. With most newspapers the book page has become a recognized feature, appearing less frequently than the sporting page, it is true, but hardly less regularly. Like other newspaper departments the book page has developed characteristics of its own; its editor goes after the book news, just as the financial editor goes after the news of the business world. From the editorial standpoint real happenings are far more significant than critical opinions; hence brief biographies and portraits of new authors often get quite as much space as the reviewers' comment on what they have done.

Naturally the comment on individual books is informational and expository in the main, rather than critical. The old conception of the reviewer sitting on a high stool and posing as arbiter of the book world—of course it was never anything more than a pose—vanished long ago. Several hundred volumes are surveyed every month, on the average. These represent many distinct fields of knowledge and often it becomes necessary to seek the aid of specialists in these various fields in order to get intelligent and useful appraisals. As a rule, we do not believe that the conductor of a book department is seized by any overpowering ambition to pass final judgment on the merits or demerits of each new publication. When the review copy of the work comes from the publisher the questions that demand an early answer have to do with the author's qualifications for writing that particular book, his methods in assembling and using his materials, and the measure in which he succeeds in making the presentation interesting and profitable to the general reader. By the time a reviewer has covered those points adequately, there is little space left for the expression of personal judgments, even if such an expression were desired. Lewis Gannett, in the New York *Herald Tribune's* department of "Books and Other Things," recently said:

"Books are not published today for a public like that of Dr. Johnson's day. Books are published by the thousands in

the hope of catching the eye of a literate, mass-educated public; and the newspaper critic's job is not to anticipate the judgment of posterity, not to apply eternal standards of criticism. Obviously, out of the 12,000 books a year, even out of the few hundred he may review, few are destined to immortality, but many have meaning for the moment. What is in the books that, interesting the critic, may interest many readers? His job is, in large part, a task of reporting."

New Books Mentioned in This Department

ANTARCTIC ADVENTURE AND RESEARCH, by Griffith Taylor. D. Appleton and Company. Ill. 245 pp. \$2.

GEORGE EASTMAN, by Carl W. Ackerman. Houghton Mifflin Company. 522 pp. Ill. \$5.

THE WRIGHT BROTHERS: FATHERS OF FLIGHT, by John R. McMahon. Boston: Little, Brown and Co. 308 pp. Ill. \$2.50.

THE LIFE OF GEORGE WASHINGTON: COMMANDER-IN-CHIEF OF THE AMERICAN FORCES AND FIRST PRESIDENT OF THE UNITED STATES, by John Marshall. Two volumes. Walton Book Company. \$20 set. Ill. 1143 pp.

BENEDICT ARNOLD: THE PROUD WARRIOR, by Charles C. Sellers. Minton, Balch & Co. 303 pp. Ill. \$3.50.

ENGLAND, by William Dibelius. Translated by Mary Agnes Hamilton, M.P. Harper and Brothers. 570 pp. \$5.

AMERICA LOOKS AHEAD: THE NEW ECONOMIC HORIZONS, by Paul M. Mazur. The Viking Press. 299 pp. \$3.

SOVIET RUSSIA: A LIVING RECORD AND A HISTORY, by William Henry Chamberlin. Boston: Little, Brown and Company. 453 pp. Ill. \$5.

THE NEW EDUCATION IN EUROPE, by Frederick William Roman. E. P. Dutton & Co. 438 pp. \$4.40.

A SON OF CHINA, by Sheng-Cheng. W. W. Norton & Company, Inc. 286 pp. \$3.

ANALYSIS OF INDUSTRIAL SECURITIES, by Carl Kraft and Louis P. Starkweather. The Ronald Press Company. 321 pp. \$5.

A QUAKER FORTY-NINER: THE ADVENTURES OF CHARLES EDWARD PANCOST ON THE AMERICAN FRONTIER, edited by Anna Paschall Hannum. Philadelphia: University of Pennsylvania Press. 402 pp. Ill. \$3.50.

"A Gorgeous Tale of
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SIX HORSES, by Captain William Banning and George Hugh Banning. Century Co. 410 pp. Ill. \$4.

SITKA: PORTAL TO ROMANCE, by Robert Willoughby. Houghton Mifflin Company. 233 pp. Ill. \$3.

AMERICAN: THE LIFE OF A GREAT INDIAN, by Frank B. Linderman. The John Day Company. 313 pp. Ill. \$3.50.

THE AMERICAN RHYTHM: STUDIES AND REEXPRESSIONS OF AMERICAN SONGS, by Mary Austin. Houghton Mifflin Company. 174 pp. \$2.50.

A RAFT PILOT'S LOG: A HISTORY OF THE GREAT RAFTING INDUSTRY ON THE UPPER MISSISSIPPI, 1840-1915, by Walter A. Blair. Cleveland: The Arthur H. Clark Company. 328 pp. Ill. \$6.

WHEN THE WEST IS GONE, by Frederic L. Paxson. Henry Holt and Co. 137 pp. \$2.

Adventure and Exploration

THE BYRD expedition has come back from the South Polar regions and before many months have passed we may expect to have its commander's complete report of its achievements. In the meantime it is worth our while to acquaint ourselves with what is known of the great uncharted continent which has already been the scene of so much heroic adventure and is likely in the near future to beckon other intrepid explorers as it did Admiral Byrd. Sir Douglas Mawson and Sir Hubert Wilkins have not yet finished their explorations in Antarctica. Every year more is being learned about its climate, geography, and resources. As a convenient summary of existing knowledge we commend *Antarctic Adventure and Research*, by Griffith Taylor of the University of Chicago. Here we have the essential facts.

Biography New and Old

A NAME LONG USED in association with well-known products here and abroad has only recently come to stand for a human personality in public fame. We have learned at last that George Eastman of Rochester means a man and not a photograph film nor a camera. Having found this out, we of course insist on having the inevitable biography. *George Eastman*, by Carl Ackerman, with an introduction by Prof. Edwin R. A. Seligman, comes to satisfy this demand. We advise potential readers of the book not to make the mistake of skipping the introduction, as those in haste to get to the biographical incidents are often inclined to do. A perusal of it will soon convince you that while the general public may have failed in the past to visualize a living Eastman, those "in the know," as they say in England, have

had their eyes on the man for years and have long since taken his measure. Mark Dr. Seligman's words: "So far as we know, Mr. Eastman was the first manufacturer in the United States to formulate and to put into practice the modern policy of large-scale production at low costs for a world market, backed by scientific research and extensive advertising."

A man of whom that can be said is assuredly an industrial seer, but his countrymen are even more concerned with such a leader's method of fulfilling his obligations to society—his philanthropy, some would call it. On this side, too, Mr. Eastman's career has been a full and significant one, as his biographer shows. His gifts to institutions have been liberal—President Butler calls him "a literally stupendous factor in the education of the modern world"—and they have been bestowed with rare intelligence. While giving away so princely a fortune, it is a great thing to know that every dollar goes to the intended place, where the donor may watch it work—far better than to throw it into the ether.

As George Eastman's career shows a youthful inventor, without the handicap of surplus cash, winning a great success within a brief span of years, so Mr. John R. McMahon's story of *The Wright Brothers, Fathers of Flight* offers a like illustration of the triumph of sheer brain power and dogged persistence in the face of obstacles. This is the record of an American family—for a father and sister were concerned, along with the brothers Wilbur and Orville Wright—in which High Street as well as Main Street may well take pride. The modest Dayton bicycle shop and the quiet home, where the airplane was planned out not so many years ago, stood for plain living and high thinking, as the terms are connoted in this country. That is why the human background of this invention is so interesting and so appealing. It is fully described in Mr. McMahon's book for the first time. Unpublished letters and diaries have contributed data, but the great charm of the story is its naturalness. Something of the downright sincerity and simplicity of those two brothers has got into this biography.

We are all keen to read the latest Washington biography and to hear us rave over it one might think that nothing worth while had been written about the Father of His Country before the second decade of the twentieth century. Yet our grandfathers, nearly one hundred years ago, had access to a standard *Life of George Washington* written by a Virginian who had served under him and who had the use of his papers after his death. If John Marshall had not been preëminent as a jurist, we might more

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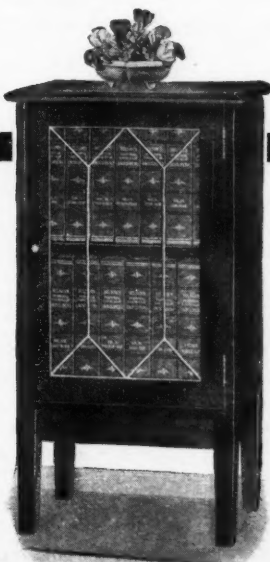
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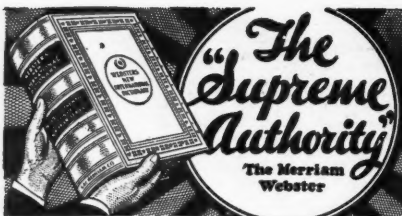
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readily have accepted him as author, but after all is said he remains the greatest contemporary biographer of Washington and as such he has been shamefully neglected by his countrymen.

The new two-volume edition of Chief Justice Marshall's work, with an introduction by Henry St. George Tucker (another Virginian), comes to assure us that an honest biography of Washington, based on original sources, was completed long before the present war of the bunkers and debunkers was dreamed of. Marshall wrote from first-hand knowledge even of some of the military movements in the Revolution. The reader gains a new sense of his authority when he comes upon such a footnote as this:

"The author was in this expedition, and relates the circumstances attending it chiefly from his own observation."

It is not too much to hope that this attractive and well-printed edition of the Marshall book will cause a revival of interest in what Washington's contemporaries thought and wrote about him.

The villain of the play for 150 years, Benedict Arnold cannot now be cast for another rôle. The school readers have taught generations of Americans to abhor the name of "Arnold the traitor" and nothing can change the popular attitude. The treason was admitted from the first and any plea that might have been made for Arnold on grounds of patriotic devotion to the Loyalist cause would have been vitiated by the fact that he accepted British gold. At the same time it may well be that the man's real merits may have been over-shadowed and even concealed by the infamy of his one great lapse; but in *Benedict Arnold, the Proud Warrior* it is clearly not the purpose of the author, Mr. Charles Coleman Sellers, to canonize his hero. One may admit the worst that has been alleged against Benedict Arnold and still have left the elements of an attractive and forceful personality. Grant that he was a soldier of fortune, a man of inordinate ambition, a ruthless and unscrupulous self-seeker, he was also a brilliant and efficient leader, a commander who won the regard of Washington, a fighter who never lacked courage. His hardships on the Quebec expedition and his valor on the field of Saratoga fully entitled him to the laurels that he received. Mr. Sellers makes effective use of these episodes.

As for the treason of Arnold, the Sir Henry Clinton papers, containing the official correspondence relating to it, are now at the William L. Clements Library of the University of Michigan. Use was made of this material in preparing the article on Arnold for the first volume of the new "Dictionary of American Biography."

England Viewed by a Friendly Enemy

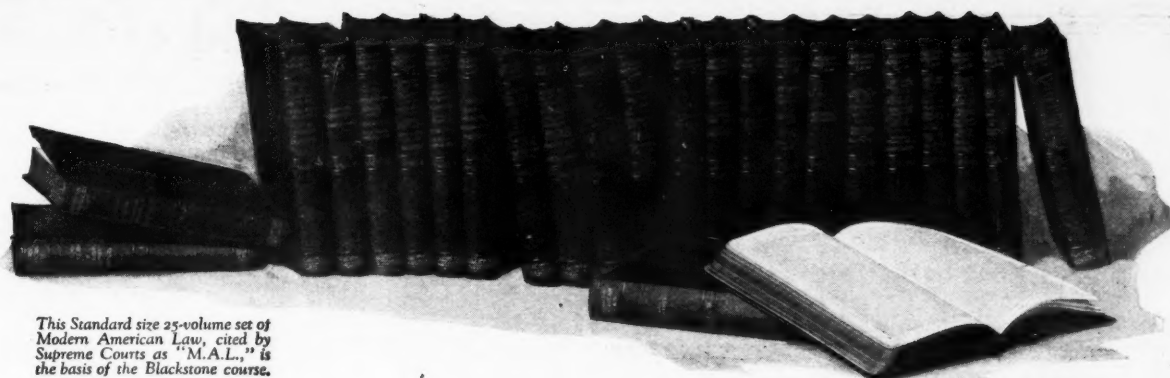
ENGLAND, by Wilhelm Dibelius, who is Professor of English at the University of Berlin, is a book of extraordinary interest and value. It is strictly objective, the work of a German who seeks to analyze the personality as well as the institutions of this unique world power. The Englishman, he finds, is basically a Frisian or Lower Saxon peasant type—enriched by the subtler Celticism which is his heritage. The cult of medieval knighthood is rampant in his bosom; the "gentleman" is his later day conception of the part—baffling to the franker Continental.

Chapters on the English political parties, the Church of England, and the Press are remarkable. Lord Northcliffe's system of wartime propaganda receives the treatment that it deserves. Milord carefully established "the closest contact between his own press and the *Matin*, *Corriere della Sera* and *Novoe Vremja*, the great exponents of anti-Germanism in France, Italy, and Russia. . . . A similar tie existed between Northcliffe and the Amsterdam *Telegraaf*, the Buenos Aires *Nacion*, and the Sydney *Sun*, as well as, apparently, with various newspapers in the United States." He rose to the near-position of an English Mussolini or Ludendorff—elevating Kitchener and Lloyd George and even Foch; introducing conscription and food-control. Ireland gets attention, as do the Highlands and the Welsh. The author is dispassionate and well informed, giving credit where credit is due; but throughout the work runs a faint trace of sarcasm. It is to be feared that the Herr Professor detects something hypocritical in Britannic virtue.

There is an enthusiastic introduction to the book by A. D. Lindsay, Master of Balliol College, Oxford. Sometimes the foreigner shows great insight, as for example, in the classic "American Commonwealth" of James Bryce. It seems that Dr. Dibelius qualifies.

Looking Abroad

WHAT CHANGES are the coming ten years likely to bring in America's business relations with the rest of the world? Only a few students seem able as yet to discuss this question intelligently. In his book on "American Prosperity," Paul M. Mazur offered suggestions, which are now elaborated and enforced in a second work, *America Looks Abroad*. Here we find a searching analysis of the factors in the international trade situation as they now present



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themselves. The survey of European conditions and the influences at work in that continent is unusually inclusive. Such new developments as the starting of American plants under foreign flags and the beginnings of mass production in various European countries are taken into account. A tariff war between America and Europe is to be avoided in the interest of both sides. Mr. Mazur does not try to hide or to minimize the serious possibility of such a conflict. Ignorance or failure to face the facts now would be no consolation if trouble should arise later. On the other hand, Mr. Mazur's study is fitted to lead America to adopt a course most likely to avert a disastrous issue.

Those who have predilections of one kind or another about Russia—as most of us have—should be warned in advance that Mr. William Henry Chamberlin's *Soviet Russia: a Living Record and a History* will probably run counter to some of them. This book will doubtless fail to satisfy the extremists in either camp; on the other hand, it will bring to some readers what they have long been seeking—a dispassionate balance sheet of the assets and liabilities of Bolshevism (we are leaving out of account those discontented souls who still refuse to admit that Bolshevism has any assets).

Since 1922 Mr. Chamberlin has been Russian correspondent of the *Christian Science Monitor*. He has also written for this REVIEW and for several other American periodicals. Having married a woman of Russian birth, he has lived at Moscow for the past eight years, but has traveled widely in all parts of the Soviet Union. Few Americans have been as favorably situated to study all aspects of the Soviet experiment—social, religious, intellectual, and economic, as well as political. One handicap under which Americans labor in trying to pass judgment on the workings of the communist machine is ignorance concerning Russia under the Czars. Mr. Chamberlin does well to begin with a chapter on "The Historical Background," which forms a good introduction to his detailed analysis of the existing Russian state.

We note in the revised edition of *The New Education in Europe*, by Dr. Frederick William Roman, a section devoted to the system of public education in Russia. The author comments on the sympathetic attitude held by American educationists towards Russian school reforms. The same work has a new section on the schools of Italy under Mussolini, and the Vatican agreements.

Interpreting one people and its institutions to another is a difficult task at the best. A few Americans, like Mr. Chamberlin, have succeeded as interpreters of

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Why Are We Nervous?

By A. Griffiths, M.D.

The principal causes of nervousness can be explained in simple language. They are two: First, Nerve Weakness; Secondly, Derangement of the Nerves.

Nerve Derangement can be explained crudely as follows: Our nervous system is somewhat like a great telephone system, in that it transmits messages from one part of the body to the other; the brain being the central office. It is the character of the messages sent through the nerves that cause nervousness; messages that flash from the mind to the vital organs and muscles, and back again to the mind. Therefore, anything that disturbs or irritates the mind causes irritating messages to be sent through the nerves to the entire body, especially to the vital organs. This explains why worry, anxiety, fear, anger, grief, jealousy and kindred mental turmoil cause nervous indigestion, heart palpitation, high or low blood pressure, constipation, etc. Worst of all, this cycle of mental and physical upheaval may lead to insanity or suicide. Our insane asylums are crowded to the doors because of conditions that owe their origin to nothing more than simple nervousness. Thousands of sufferers commit suicide every year, and millions of people are unhappy because of their nerves, that is, because of the irritating messages that are transmitted through the nerves. Nerve weakness is entirely different from nerve derangement. It is a condition known as "Neurasthenia," meaning, Nerve Exhaustion. As the noted scientist, Wm. Osler, described it, our nervous system stores a mysterious something, which for the want of a better term, we must call "Nerve Force." This stored force represents our nerve capital. If we squander this force through excesses and undue strains, we naturally become Nerve Bankrupt, that is, the nerves become exhausted, and we have what is known as neurasthenia. Or, as another great scientist very vividly expresses it, "Think of a cut in your arm from which your life's blood is trickling away. Yet millions of people live on from day to day, permitting a loss of vitality which is even far more precious than their blood; namely, they ruthlessly waste their Nerve Force."

Nervousness, then, is due to two major causes: (a) Crazy Messages transmitted through the nerves, which disturb the mind and vital organs; (b) Nerve Exhaustion, due to abuse of the nerves and ruthless waste of Nerve Force. Paul von Boeckmann, who during the last thirty years has carefully studied the mental and physical characteristics in over 400,000 people with high-strung nerves, has proved by actual statistics that at least 90 per cent. of these people are nervous or suffer in some way through their nerves, because of the two nerve abuses mentioned. We see evidence of nervousness about us everywhere, among our friends, in trains, street cars, yes, right in our own homes, and it requires no expert in nerves to see plainly the misery and unhappiness that come from nervousness. He says, further, "It is difficult to imagine anything but perfect health if the nerves are in order." That is, with calm nerves, and abundant Nerve Force, the

stomach can digest any kind of food, for digestion depends directly upon the "stomach nerves." And so, too, would the body be free from colds, for a cold can only be contracted during low nerve pressure, i. e., lowered disease resistance. The same is true with constipation, and scores of other complaints with which the average person is afflicted. Beard, the great authority on the Nerves, who originated the term, "Neurasthenia," agrees with him in this statement almost word for word. Nervousness, and the train of evils that result therefrom, may be said to develop in three stages, which may vary greatly, according to individual characteristics; namely,

First Stage: Nervousness, restlessness, sleeplessness, lack of energy, poor circulation, and other minor symptoms of low vitality.

Second Stage: Nervous indigestion, belching, sour stomach, gas in the bowels, constipation, shallow breathing, decline in power of reproductive functions, high or low blood pressure, hot or cold flashes, heart palpitation, mental uneasiness, irritability, undue worry, despondency, self-consciousness, etc.

Third Stage: As nerve weakness advances, the symptoms mentioned before become more severe. It is then the more severe mental symptoms appear; namely, fears, melancholia, dizziness, loss of memory, hallucinations, suicidal thoughts, and, in many cases, INSANITY.

If only a few of the symptoms mentioned here apply to you, especially those indicating mental uneasiness, you may be certain that your nerves are weak and deranged. Fight this weakness as you would fight for your life. *Conquer it, or it will conquer you.* To correct nervousness demands, first of all, that the sufferer understand his own condition—the "Why and How" his nerves act as they do. The cause of the trouble must be understood to be corrected. No medicine ever concocted can correct nervousness. There are drugs that deaden the nerves and make them calm. These are very dangerous. There are other drugs that stimulate exhausted nerves. These act similarly to dragging a tired horse behind an automobile to give him "pep." All "nerve drugs" are dangerous and unnatural.

Many books have been written, intended as a guide for keeping up the nervous forces and calming the nerves. In nearly every public library one or more practical treatises on this subject are on file. The most concise and practical of all these books the writer has so far come across is one by Paul von Boeckmann entitled, "Strengthening Your Nerves," which may be found in many public libraries and at the National Medical Library at Washington, D. C. I advise earnestly that the sensible advice given in this practical little book be given careful consideration by any one whose nerves show signs of irritability, instability and exhaustion. The concise, understandable and non-technical information contained in this book is by far the most useful of any I have read. In these days of High Pressure my advice is: Guard Your Nerves.

NOTE:—von Boeckmann is a high authority on the subject of nerve culture, and with the advice given in his book, any one can in a short time improve his control of the nerves 100 per cent. Far over a million copies of this excellent work have been sold during the last twenty years. Every reader should avail himself of this offer, for as stated, we are all nervous, more or less.

The book, "Strengthen Your Nerves," by Paul von Boeckmann, may be obtained direct by addressing him, Studio 1875, Cellini Building, 48 West 48th Street, New York City. Enclose 25c in coin or small denomination stamps. It will be forwarded promptly in plain wrapper, postpaid.—Advt.

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Soviet Russia, but hardly one has been able to make modern China known to modern America or Europe. A young Europeanized Chinese, as he calls himself, Sheng-Cheng, has now attempted, by a method never before tried, to bridge the gulf between his own civilization and ours. Combining his own story with his mother's he pictures for us the Chinese family life in an intimate way, hoping thus to reveal to occidental minds the inner genius of his people. He wrote *A Son of China* in French two years ago. The narrative covers most of the recent changes in Chinese government. The book now appears in English translation.

Every Man His Own Security Analyst

IT IS A MATTER of common knowledge that with the expansion in the number of holders of industrial stocks and bonds in this country there is far more serious attention given to the real basis of such securities—the industrial enterprise itself, its earning capacity, its market, and its liabilities. So it has come about that a few men here and there are giving their time to the study of industrial facts and rapidly developing a distinct profession. One of their recently published textbooks is *Analysis of Industrial Securities*, by Carl Kraft and Louis P. Starkweather. Each step in the process of analysis is carefully explained by means of practical illustrations of the different methods employed, so that the reader may grasp the elements of the technical problem that faces the professional analyst. Even the small investor may be helped to make at least a limited survey of a manufacturing plant and decide for himself whether its securities are desirable for investment.

The Frontier that Was

PROFESSOR BEARD and others who have written about American civilization must have sifted a great mass of printed materials, but additions to that mass are made every day. Old diaries and other records, long hidden, are brought to light and published to the world. Frequently they give fresh and vivid glimpses of episodes in the drama that we prosaically call the settlement of the West. Sometimes they are wonderfully revealing, opening to our gaze scenes in the drama that we had never viewed before, or had failed to interpret correctly. Anyone, whether native or foreign-born,

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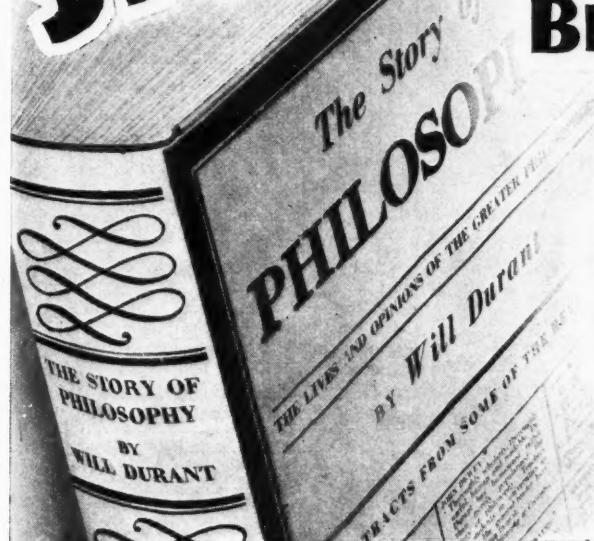
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When the youngsters in American schools first learned in their geographies about Alaska they read a brief description of Sitka, the old seat of the Russian colonial governments. From 1867, the year of the American occupation, until now comparatively little has been printed concerning that ancient town. Hence we are the more grateful for the charming picture of the place in *Sitka, Portal to Romance*, by Miss Barrett Willoughby. This author's approach to the Czarist regime in Alaska is sympathetic. She has talked with descendants of the Russian officials who ruled the country under commission from St. Petersburg and with priests of the Greek Church who still remain there. Her picture of the port



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At the time of the Alaska purchase we still had a frontier with its attendant problems, in the continental United States. Foremost among those problems was the red man himself. Perhaps the American Indian's viewpoint has never been so clearly and directly stated as it is in *American: the Life Story of a Great Indian*. This is the narrative of Plenty-coups, the venerable chief of the Crows, as he told it to Frank B. Linderman. Plenty-coups (meaning Many Achievements) saw and was a part of Indian life in frontier days, and he is one of the very few Indian chiefs now living who know much about that life from personal experience. With the disappearance of the buffalo from the Western plains in the '80's came the doom of the Crows, so far as their traditional life was concerned. There was no longer an "Indian country," or a distinctively Indian way of living, for them.

Mrs. Mary Austin, who has studied the Indians of the Southwest to such good purpose, is an indefatigable collector of tribal songs, poems and recitations. A new edition of her *American Rhythm*, containing translations of such bits of folklore, is prefaced by Mrs. Austin's summary of what she has learned in the course of these researches.

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Prof. Frederic L. Paxson's little book, *When the West Is Gone*, comes to remind us that in the process of our national expansion there have been several "Westes" and that in the former sense of the term the last of them is gone. How long will the spirit of pioneer democracy stay with us? The influence of the frontier in American history is an attractive and thought-provoking theme, first amplified about forty years ago by Prof. F. J. Turner and more recently discussed in a stimulating way by a number of other scholars, among whom Professor Paxson is foremost.

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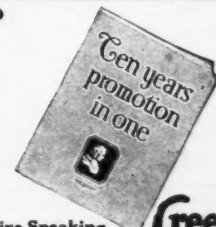
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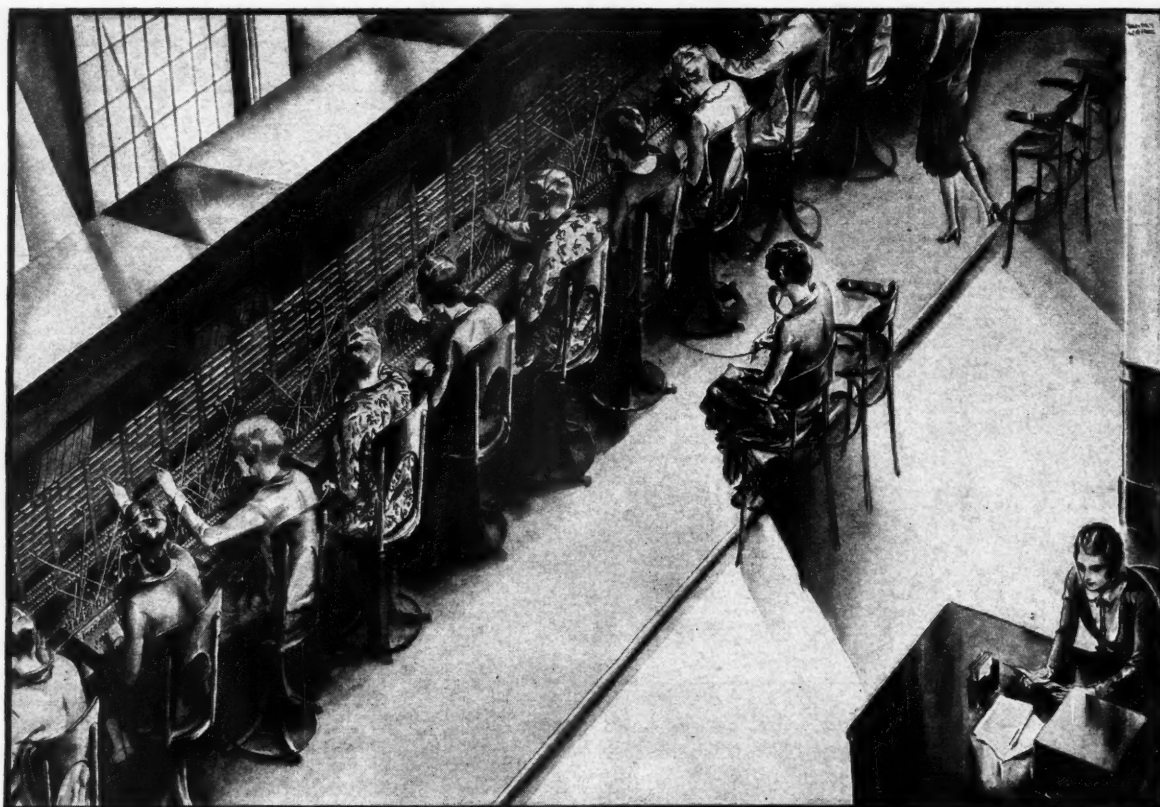
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THE REVIEW OF REVIEWS

MAY
1930

The Progress of the World

By ALBERT SHAW

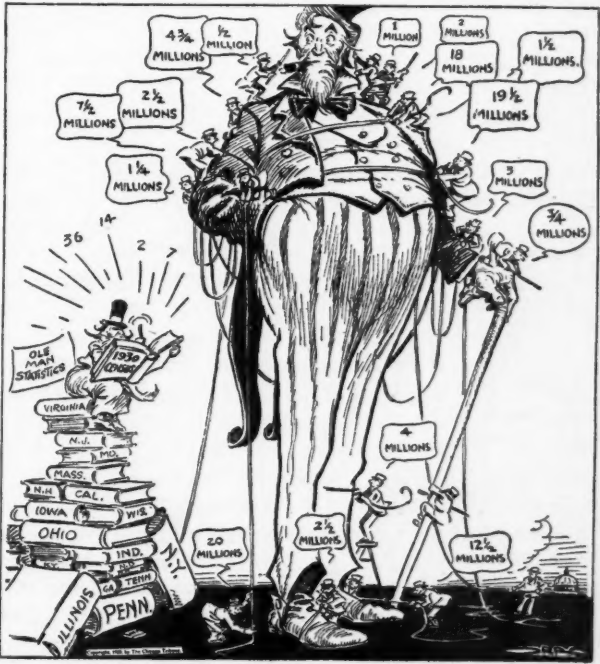
Counting the
American
People

UNCLE SAM this year is keenly interested in making the decennial count of his nephews and nieces as grouped in their communities and families. He had made careful preliminary estimates, and expected to find about 123,000,000 in the forty-eight states of the Union and the District of Columbia. Within the memory of older people, the increase of population was a subject of constant recurrence. Cities were boasting of their rapid growth, and were living upon a diet of comparative statistics. The newspapers were quoting the number and value of building permits, and were counting the names in city directories and telephone books. They seemed to be almost insanely eager for the maintenance of a high rate of expansion in the quantity of their inhabitants, regardless of quality. This state of mind was typically American, throughout the nineteenth century. It still survives in many parts of the land, and the present generation is not unfamiliar with it. But the wild enthusiasm for a mere accumulation of people in a given state or a particular community is for most of the United States a thing of the past. It is realized that too many people of the wrong sort are a liability rather than an asset.

Range of
the Census
Inquiries

THE CHIEF object of the census in the minds of our forefathers was political. The States were accorded their relative membership in the House of Representatives at Washington on the basis of their inhabitancy. This object has not been superseded; but the range of inquiry has greatly increased in order that the tabulated findings of the Census Bureau may serve private as well as public interests in various ways. The month of April was assigned for the house-to-house canvass of Census-Director William M. Steuart's special army of about 120,000 enumerators. In order to make the population count accurate, an exact time had to be fixed; and the hour of one o'clock Tuesday, April 1, was prescribed. Infants born after that day and hour were not to be

counted, while persons living at that precise time must be enumerated even though death had overtaken them immediately afterwards. Most of the other questions in the schedule of inquiries required no such absolute precision as to date, the answers presumably relating to circumstances existing at the particular time in April that the schedule is filled out. The family rather than the individual forms, in general, the basis of the census inquiry. When the results are ascertained we shall know about homes, farms, migrations, occupations and callings, nationalities, education, unemployment, land and house ownership, and also about agricultural matters of various kinds. There will be data enough about the economic status of families in town and country to give us a fresh starting point for various



TAKING HIS MEASUREMENTS
By Orr, in the Chicago Tribune ©

calculations. In former times, much of the value of the census was lost through great delays in the compiling and publishing of the different kinds of information. It is to be hoped that the Census Bureau will be given all possible aid by Congress, in order that it may utilize as much office-space and employ as many special helpers as may be needed to give us the full results of this Fifteenth Census more steadily than in any previous decennial reckoning.

What the
Fathers
Expected

IT MAY SURPRISE some readers to be told that if the statesmen and leaders of the earlier generations were to come back today they would not be awe-

stricken as they learned the extent of our development, and noted the increase of our population. On the contrary, they would be likely to express some disappointment that we had not grown faster, though finding much to praise in our use of new facilities. Thomas Jefferson undoubtedly believed that Canada and Mexico before this time would have become parts of our federal union. He considered the annexation of Cuba and other islands of the West Indies as certain and inevitable. George Washington, who was chief promoter of the Northwest—a land speculator, road builder and waterways expert—believed that he and his associates were launching a new government the scope of which must be continental and colossal by the end of the nineteenth century. Abraham Lincoln predicted that this country would have 250,000,000 people at a date that is already behind us. If he could come back, therefore,

to sit in that room of the White House which he used as the President's study, and which is now similarly occupied by Mr. Hoover, it would be worth almost anything to hear Mr. Lincoln and Mr. Hoover talk about the progress and position of the United States in these latter days.

What Hoover
Would Tell
Lincoln

THE DEATH of the great President in April, 1865—just sixty-five years ago—coincided with the end of the Civil War and the collapse of the Confederacy. The total population of the United States when Lincoln was born was seven millions. When he went to Congress it was seventeen millions. When he was elected president in 1860 the total had increased to more than thirty-one millions. In spite of the War—with its great toll of young men North and South, and with the shrinkage of immigration during four years—the decade from 1860 to 1870 showed a growth of 7,115,000, almost 25 per cent. In the thirty years

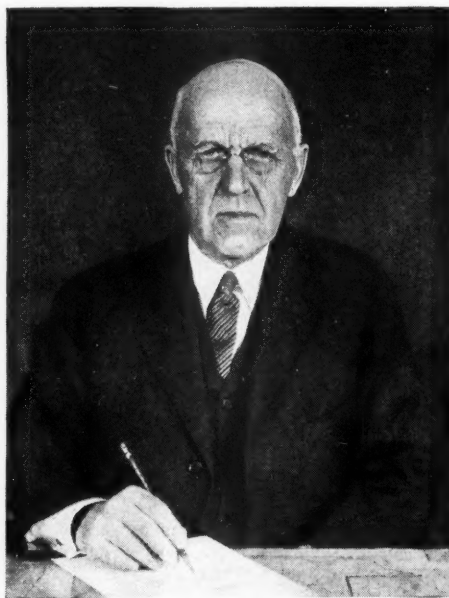
from 1840 to 1870 the numbers had increased by fully 125 per cent., more than 40 per cent. for each of the three decades. With his knowledge of the natural resources of the country, Lincoln believed that the high rate of growth would continue. If we had gone forward at the pace with which he was familiar, we should have had something like 150,000,000 in 1900, and more than 300,000,000 in the present year. Mr. Hoover and Mr. Lincoln would canvass the topic with a swift survey of statistical records, and would then proceed to make inquiry into causes and conditions. For example, Mr. Lincoln would find immigration ratios greatly diminished. As another circumstance affecting population, he would discover a steady decline in the

size of families. In Lincoln's time, something like 20 per cent. of the population was made up of children under the age of five. In our time the number of these young children is hardly more than 10 per cent. Thus, instead of a total population increase by decades of from 30 to 40 per cent., we are gaining at a rate only half as rapid. The decrease in the birth rate has been offset to some extent by improvement in health conditions, with reduction of the average annual death rate by about half. We may readily surmise that Mr. Hoover would like to call in Dr. William H. Welch to give Mr. Lincoln a summary of progress since the days of the Civil War in the application of discoveries in the field of medical science to actual health conditions. Typhoid fever, small-pox, Asiatic cholera, yellow-fever—these, and many other maladies now under control were widely prevalent and frequently epidemic in Lincoln's time. Dr. Welch's eightieth

birthday was celebrated on Tuesday, April 8. He was a lad of fifteen at the time of Lincoln's death. President Hoover paid a remarkable tribute to Dr. Welch's leadership in the great movement that has given to the country and to the world the marvelous benefits accruing from medical research. Elsewhere in this number will be found a recognition of Dr. Welch's service.

Timely Answers
to Many
Inquiries

MR. LINCOLN would doubtless inquire eagerly regarding western conditions, and the status of the farm population. Mr. Hoover would explain—with a definiteness and a grasp quite unsurpassed by any other economist or statistician—the growth of our urban centers and the changes in our farming methods. In a speech before the Wisconsin State Agricultural Society a year before his election as president, Lincoln had predicted the widespread use of tractors and other new kinds of farm machinery, which would not only relieve the farmer of some of the drudgery of his call-



HON. WILLIAM M. STEUART

The Director of the Census was born in Texas, but educated in Maryland and the District of Columbia. He is a lawyer by profession, though his connection with statistics began before his admission to the bar. Mr. Steuart was Assistant Director of the 1920 census, and has been in full charge of the Bureau since May, 1921.

ing but would also enable a much smaller number of men to cultivate a given acreage. His mind, therefore, would be fully prepared for the information that Mr. Hoover could so readily supply regarding the drift of population from country to city. The inquiries included in this year's census, while costing a sum estimated in the budget at forty millions, will be worth many times the outlay. There is no kind of effort that involves human relationships that can henceforth afford to proceed blindly. We cannot build school houses and plan for education without knowing as much as possible about the grouping and distribution of families, the numbers of children of school age, and a great variety of facts and circumstances affecting social welfare. Every kind of manufacturing and mercantile enterprise seeks an intelligent understanding of the purchasing power, and of the social and economic conditions, of the larger and smaller territorial divisions of the country. Farmers now understand that prices are conditioned upon adjustments of supply and demand. The Farm Board is teaching the farmers to work on the principles of big business, through their coöperative marketing agencies. Thus an entire state may learn that it is producing relatively too much wheat, or is not deriving the best results from its dairy industry, or from its output of beef, cattle and swine. Southern states may learn that, besides their cotton as a main cash crop, they must raise their own food and develop specialties suited to their soils and climates. They are trying just now to reduce cotton acreage, in the lower South, and are conferring intelligently on other new policies.



CHINATOWN WAS COUNTED, TOO

From the highest to the lowest in the land, they were asked the same questions by the census-taker. This official's assignment was more difficult than some others.



THE PRESIDENT HONORS DR. WELCH

World-wide recognition of the eightieth birthday of Dr. William H. Welch of Baltimore, on April 8, centered in a meeting at Washington addressed by President Hoover.

Changes Due to Travel

TO NOTE CHANGES as they affect particular communities is to realize how rapidly the American people are lifting themselves out of the routine ways of the past. One of the most profound of many changes is the growing habit of travel. City people were formerly supposed to know nothing of the country; and the country folk were once regarded as typically ignorant of cities and urban life. Such distinctions no longer exist. They belong to the myths and traditions of a vanished era. More than 3,400,000 miles of public roads in the United States (which with city and village streets added would make a total of nearer 5,000,000 miles) constitute a system that in its entirety can be used by the 25,000,000 automobiles now owned by the people of the United States—an average of a car for every five people. The roads that take country people to town also take town people to the country. The motorbus stops at the gateway, and takes the children of the once isolated farm to a modern graded school, with laboratories for budding scientists, with elementary art instruction, and with teachers who encourage observation of nature as well as the study of books. The city children belong to Audubon Societies, and not only learn about birds but are taught to care about gardens and flowers. Country and city boys alike have opportunity to join the Boy Scouts. They have the same fondness for games and sports. Their education is increasingly directed towards vocational ends. Skeptical people, not sufficiently sympathetic to know what is going on, will say that these desirable conditions may exist in fa-

vored spots, but for the most part are mere talk and not actually prevalent. Such doubters are mistaken. The process is far from complete, but the irresistible sweep of these changes for the better is as tangible and definite a thing as the storms of winter and the freshets of spring.

Why People Seek New Homes and Jobs

CHANGE, HOWEVER DESIRABLE, is always attended by a certain amount of inconvenience, often by serious hardship. Thus the use of improved machinery, whether in manufacturing or on the farm, dislocates people from time to time. It produces a form of unemployment that social students and economists distinguish from other more obvious forms, such as those caused by the shutting down of factories during periods of business depression. This "technological" unemployment, so called, is not a new thing. Indeed, its effects are less disturbing nowadays than they were a century or more ago. The new census will disclose, sharply and boldly, the facts already well known to the Agricultural Department and to the Department of Commerce regarding the nature and extent of the drift from country to town. Since the return to work of four million boys, from the expedition to France and the soldiers' training camps at home, industrial and commercial activity has absorbed most of the surplus population of the farm districts. Greater relative inconvenience, however, has been caused by the constant invention of improved processes and labor-saving devices in the fields of industry and transportation, than by changes in agriculture. Methods that were thought efficient twenty years ago, and machinery still as good as new, have been discarded in favor of methods and machines capable of producing more and better commodities with the help of fewer people. Such changes, speaking in general, are not abrupt enough to be revolutionary. But they displace many workers, a large percentage of whom are old enough to find readjustment difficult.

Research and Human Welfare

UNTIL RECENTLY, almost every large business made such changes whenever it could do so in its own interest. It did not feel itself responsible for the plight of the superseded workers. But "industrial research"—once confined strictly to the invention of labor-saving processes—has begun to consider human welfare as a part of its program. It is a good while since the break-up of the feudal system in England and in continental Europe made way for the gradual acceptance of the principle of free contract between capital and labor. When household industries disappeared before the invention of power looms and the factory system, the rush from country villages to the new industrial centers produced social conditions that are inconceivable to people of our day. Plantation slavery was utopian idealism in comparison with the misery of factory workers. Men, women, and small children worked sixteen hours a day for a pittance, with bad food and worse lodging, and with no assurance of steady employment. Out of such debasement of humanity, and such brutal application of the "iron law of wages," there emerged various forms of protest

and resistance. The doctrinaire socialists and communists of a century ago justified their theories of social progress by reference to actual conditions. Trade unionism bothered less with doctrines, and dealt with situations by aggressive organization of the workers themselves. When the factories continued to improve their machinery and further displace labor, the trade unionists went on strike; and, as a last resort, they smashed the machinery and burned the factories. In due time the labor movement grew less violent, earned recognition, and won the day for the general principles of collective bargaining.

Protecting Old Age

THE AIM OF THE LABOR movement is to make the fruits of civilization universal. Nowhere has this object been realized, but we are on the way. What advancement has been made can be best recognized when we compare facts, using available statistics and marking the contrasts. For most people, in a country like America, life is not rendered hopeless by the tyranny of conditions. The pressure of poverty was so great in former times that there seemed no escape or remedy. Theorists might invent political and social commonwealths of universal happiness, but practical men did not see how to start lifting so heavy a load. We can now analyze the situation as we find it, and deal with its defects, because so much has been accomplished already. Humane impulses take guidance from methods that are scientific. The labor movement itself has become studious and intelligent, and is almost ready for a peace pact, as against the old militant methods. A question like old-age unemployment is nowadays studied by at least four agencies, these being (1) organized labor, (2) organized capital, (3) scientific sociology, and (4) the state, in its relation to unfortunate and dependent classes. Old-age pensions, industrial insurance, and various other devices begin to take their parts. Capital, Labor, and Government unite in recognizing their social responsibilities. Our American problems of unemployment and poverty are much less acute than those of England, but similar principles are involved. The Census questions this year include a number that have never been similarly presented before, relating to this whole subject of employment or idleness or job-seeking. The facts are much in dispute just now; and in order to make the answers valuable they should be tabulated with the utmost rapidity. On April 9 Mr. Julius Barnes, now chairman of President Hoover's national business survey conference, and formerly president of the United States Chamber of Commerce, declared at a meeting attended by several hundred business leaders that American industry must do its full part to solve the unemployment problem. Elsewhere in this number will be found a report of the new Old-age Pension system of the state of New York and of similar legislation in other states.

Freedom for the "Well-to-do"

AMONG THE ADVANTAGES that accrue from better times and reduced poverty is the liberty of movement that comes to thrifty people after middle age. In other days, not remote, there was a tendency to raise hard necessity to the plane of superior merit.

Leisure was distrusted, because it was so uncommon. Endless toil was virtuous. People who were away from home a good deal were looked upon with suspicion by the neighbors. To stick at the job, year in and year out, was regarded as a noble thing by most people only a generation ago. Preachers were allowed a vacation of a week or two, while teachers and professors were expected, during the long summer vacation, to peddle books or work as farm hands—women teachers being absorbed in domestic pursuits. Gradually, the advantages of travel began to be recognized, increasing numbers of people having got their heads well above the poverty line. Restlessness did not seem so unreasonable. The adventures of "climate-seekers" and "globe-trotters" were not so offensive to prevailing standards of morality and religion.



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AN ALTERNATIVE FOR A BLEAK NORTHERN WINTER

It is a residential street in a Florida community, typical of the charm of a winter resort region that extends across the South from the Atlantic through Louisiana and Texas to Southern California

fearfully high mortality rate after middle age, and with the chronic invalidism that was represented in most households fifty years ago.

Fighting the Seasons

TO HAVE MORE THAN ONE HOME WAS for a long time the exclusive luxury of a few wealthy city dwellers, whose country homes were usually in what are now nearly suburban zones. Wealthy southern planters and their families had resorted in summer to mountain hotels or northern watering places; but after the Civil War they were, for the most part, too poor to leave home. Nowadays, hundreds of thousands of people have second homes, that invite them to move with the seasons. In those earlier days, bad weather was regarded as beneficial. Our grandparents avowed, among the items of their accepted creed, the belief that the human constitution thrives best under the violence and caprice of our American seasonal changes. They boasted of localities that assured them the severely cold winters that they struggled to endure, and the extremely hot summers that were good for corn and pumpkins. Having no such standards of comparison as we utilize today, it did not occur to them that their climate was intimately associated with the

Climate and the Quest of Health

OLDER PEOPLE, who have gained economic independence, no longer have to apologize to anyone for trying to find ways to be happy and comfortable.

There is no danger that Iowa, Minnesota and Nebraska will suffer any eclipse of their reasonable prospects. Although they are still young, as states and countries record their history, several generations of native sons and daughters have proved that their soils and climates will sustain a vigorous population and a high type of social achievement. The first two generations found it possible—in view of stern compulsion—to endure the climatic vicissitudes of the interior corn-and-wheat belt for three-hundred-and-sixty-five days in the year. But with necessity no longer the absolute arbiter, the new mobility (if we may coin that phrase) finds many thousands of their older people thriving in milder winter climates. Southern California can now present a cloud of witnesses in favor of warm winter sunshine for elderly people bred on the northern prairies. Our American Indians carried their nomadic life to a point

that we would regard as little superior to vagrancy. But they were weather-wise, and moved their camps with the changing seasons to their own benefit and satisfaction. The migratory birds are our most perfect examples of adaptation to the North American climate.

Discovering the South

SOME MILLIONS of vacation enthusiasts are now going south in the winter

time by trains and automobiles, and even more millions seek northern experiences in the summer time. This is due to the fact that the vacation habit was originally



WINTER GOLF IN GEORGIA

This golf course at Sea Island is on the estate of Howard E. Coffin, the Detroit automobile and aircraft engineer.

formed under circumstances that made summer rather than winter the season for out-of-door holidays. But now that farmers are learning to take vacations, it is easier to escape from the demands of northern agriculture in the winter time than in the summer. Thus our country folk of states above the Mason-Dixon line are exploring the South, in the period between Christmas and the beginning of spring work, with an interest that increases every year. Vacations become longer; the northern farmer begins to buy a little southern real estate; in many cases he transfers his principal home to the South, and afterward goes north as a visitor.

**The Appeal
of the
Southwest**

OUR BROAD SOUTHERN BELT is entitled to everything in the way of material development and desirable population that it can derive from these new migratory tendencies on the part of middle-aged and older people. From the bronchitis-pneumonia-rheumatism belt of the fortieth parallel, and from those states still farther north where "winters are so exhilarating that you never feel cold," the tides of travel make increasingly for the South. Everyone knows that California has now drawn several hundred thousand people from those northern zones as adopted citizens. This is not to mention similar numbers of annual tourists on vacation. Arizona, with its marvelous climate, is welcoming thousands of such new residents, while visitors by train and automobile suffice to justify a new era of road-building, of hotels, and of medical and sanitary resorts for invalids. New Mexico, in like manner, offers inducements of health-giving atmosphere hardly surpassed anywhere in the world. Its famous scenery, its archeological remains, and its surviving relics of early Spanish occupation, fully justify its claims. The Southwest makes a confident appeal to the interest of a public that seeks "beautiful and restful days, new scenes, new appreciations, peace, wonder and delight."

**Texas in
Many
Aspects**

AS FOR TEXAS, the name is suggestive of so much besides geography, cotton and politics that it cannot be characterized in a sentence or two. Its area is more than five times that of New York, about six times that of Pennsylvania, almost seven times that of Ohio, and more than thirty-five times that of Massachusetts or New Jersey, more than a hundred times that of Delaware, and considerably more than two hundred times that of Rhode Island. Within its 265,896 square miles, its variety of soils and climates is greater than that of any other American state, and unequalled by any European country, hardly excepting Russia. Its research work at agricultural experiment stations has to deal at once with cotton as a southern staple and with corn and wheat as in the upper Mississippi valley. Rice and sugar are Texas products. Cattle and hogs are sources of great wealth, and the state looks forward to the development of its dairy interests. Parts of the state are suited to different kinds of fruit. Texans look forward to a production of grapefruit in certain areas near the Gulf of Mexico in amounts that may compete with Florida, and they are shipping early vegetables.

**Progress
of Gulf
Region**

AS IN California and Oklahoma, resources of petroleum and natural gas are of vast extent and incalculable future importance in Texas, and also in Louisiana. Texas ranks with New York and Ohio in surfaced highways, and ranks first in the mileage of its local roads. Parts of the state have abundant rainfall, and other parts require irrigation. It is building a series of splendid cities, and it is learning something of the value of scenic beauty as a source not only of pleasure but of substantial profit. Regardless of expense, great southern highways, east and west, north and south, are coming into rapid existence, through national, state, and local expenditure. The gasoline tax is a wonder-working conjurer. It is everywhere willingly paid, because its results are so quickly realized and of such varied and widespread benefit. The southern metropolis of New Orleans, for example—once accessible only by ships from the Gulf or by river steamboats, afterwards a railroad center—has become a Mecca for automobile tourists. However unfortunate, at the moment, for our Cuban neighbors (and for our own interests in that Island Republic) may be an increase in the tariff-rate on sugar, it must naturally tend to encourage and stabilize the coastal plantations of Louisiana. That great state has possibilities for food production that will be better exemplified, decade by decade, as the nation's population continues to increase by tens and twenties of millions.

**Resources
of Four
Southern States**

THE STATES OF MISSISSIPPI, Alabama, and Georgia have a north-and-south extent of about four hundred miles. This brings them to the Tennessee line on the north, and affords a wide range of climate, soil and altitude. Mississippi, like Arkansas and Louisiana, is profoundly interested in the working out of the national policy for flood control in the lower Mississippi valley. To nothing else is the government at Washington more completely committed than to the regulation, on an unprecedented scale, of the great interior rivers, for protection against floods and for revived navigation. Mississippi has an area of nearly 47,000 square miles; Alabama has 52,000; Georgia has a little more, and Florida a little less, than 59,000. It staggers imagination to think of the future that lies in store for these four great commonwealths. All of them are learning how to rely upon the highway engineer, as the missionary who now does more than anyone else to spread the gospel of civilization. Also, they are putting their faith in the scientific research of their agricultural schools and colleges, and are beginning to think highly enough of themselves to advertise their resources to the country in general. They face their new problem with all the benefits of modern experience.

**Conquest
of Old-time
Infections**

THE GREATEST BENEFIT that has ever been conferred upon this southern country—apart from the original boon of free government and the later escape from the burdens of the slave system—is the conquest of epidemic and infectious forms of disease, by virtue of recent progress in medical science. The dread of Asiatic cholera and yellow fever, as older

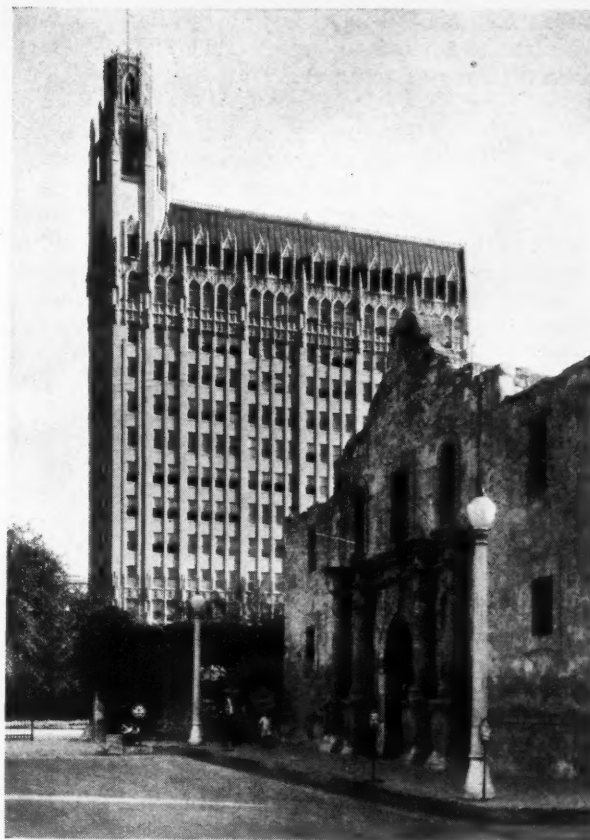
people still remember it, was even worse as a handicap than the diseases themselves. Each successive appearance of either one of these epidemic maladies left a haunting fear. This, more than all else, tended to keep the lower South an isolated and relatively undeveloped region. Those two specific diseases are abolished and extinct so far as our South is concerned. Typhoid fever is perfectly understood and easily controlled. Malarial fever is also in rapid process of reduction. The South has nothing to conceal in its invitation to health-seekers and home-makers.

**Growth
of the
Upper South**

THE SOUTHERN COASTAL waters both on the Gulf of Mexico and on the Atlantic, with their unequaled beaches, will doubtless take the foremost place among winter seashore resorts. Another great area of playgrounds and health resorts is to be found in the sand hills and mountainous uplands of the Carolinas, Georgia, Tennessee and Virginia. With their mineral and forest products, and their water-power facilities, these states are fast becoming industrial districts. Their public indebtedness is not large, their tax-rates are relatively low, and their progress in education is a matter of agreeable surprise to those now discovering it for the first time. Their towns and cities show signs everywhere of the work of planning commissions and park committees. Good architecture in business structures and public edifices, and a great appreciation of pleasant homes and well-planted gardens are to be found in a hundred of these growing centers of trade and industry. They are led by men and women of intelligence and serious purpose.

**New England
Is Not
Depressed**

EVERY STATE has its vicissitudes, but there is not a single member of the federal union today that is languishing or discouraged. Not one will confess to being downhearted. Not many weeks hence, the tides of travel will be sweeping northward. The loveliness of New England will be more appealing than ever. The license plates will show the names of all the states in the Union to the observing innkeeper or wayside caterer, as he notes the procession of automobiles on the highways of Connecticut, Massachusetts, New Hampshire, Vermont and Maine. With steady thrift and an unquenchable public spirit, these New England communities keep up their standards. They rely even more upon their resources of intelligence and character than upon their invested wealth and their financial power to keep New England in the forefront of the nation's advancing life. Change must be the order of the day everywhere; and New England in the past generation has had to face, first, a period of broken-down agriculture and abandoned farms, and, second, an epoch of sharp transition in leading industries, notably textiles and leather goods. Shoes are made in the West; cotton goods in the South—with New England largely financing the new factories in the Carolinas and the Mississippi valley, while also financing to a great extent the hydro-electric power development of these other sections, as well as that of the East. New England knows exactly what is going on, and is rising above discouragements.



OLD AND NEW IN TEXAS

The Alamo in San Antonio is perhaps the most celebrated building in the Southwest. Built more than two hundred years ago, as a mission, it was the scene of a siege and massacre of Texans by Santa Anna in 1836. Nearby is the new Medical Arts Building.

**On Both
Sides of the
St. Lawrence**

THE TOURIST WILL FIND a new bridge, built jointly by the states of New York and Vermont, across Lake Champlain at a spot between two historic places, Ticonderoga and Crown Point. He will find the great Adirondack forest reserve of the state of New York more inviting than ever before. He may enter Canada on beautiful roads, to find out for himself about the present liquor-control systems in the provinces of Ontario and Quebec. He will hear a great deal about the tariff question as affecting New York's up-state industries, and about trading across the international line. Improved highways may entice him to follow the St. Lawrence valley on either side of the broad river. Visiting Niagara Falls, he will discover that the question of further water-power development is under discussion as the transcendent local issue. Millions of horsepower units are still to be harnessed at the Falls, and in the rapids of the Niagara river. Still more millions are to be made available in the swift, perennial flood of the majestic St. Lawrence. The people of New York state have been trying for some years to rescue this power situation from the throttling grasp of party politics. Emancipation seems to be near at hand. Power companies have been ready to build dams and to utilize these hydro-electric opportunities. Those who have thought most about the situation, and who understand it best, find little

reason for giving its discussion a controversial tone. Citizens have more to expect from business enterprise than from party politicians.

Where the
Public
Interest Lies

THE DEVELOPMENT of New York's great water-power resources has been delayed for a number of years because of disagreements about the nature and extent of the control that ought to be exercised by the government of the commonwealth. It seems to be conceded that the state is to retain ownership of its natural resources. Whether dams and power plants should be erected by private or by public capital is not fundamentally important. It is generally agreed that the distribution of electric energy should be a private undertaking. No one disputes the proposal that the state should supervise rates and conditions of service, as regards public-utility monopolies of all kinds. But undoubtedly the public will soon learn that it has more to gain from the unhampered enterprise of these corporations than from vain attempts to check their development, or to prevent their tendency to come together in large units of control and management. The problems of public supervision of electrical services formed the topic of discussion at the semi-annual meeting of the Academy of Political Science in New York on April 11. The sheer magnitude of the present and prospective development of electric power gives the question of governmental control a new importance.

Gen. Carty
on Scientific
Research

WE ARE PUBLISHING in this number an article on scientific research by General John J. Carty. The author is one of the most eminent of American engineers, a leader in the inspiring work of applying electricity to our modern life. He is known everywhere among men of science for his part in the improvements of the telephone, and the extension of facilities of communication. He represents in his own career the intimate relationship that has grown up between the investigators in the laboratories and the leadership of enterprises and industries, the success of which has been founded upon discoveries in physics, chemistry, and other departments of scientific knowledge. In its failure to understand such men as General Carty, the public has at times been misled through the clamor of demagogues. Are we, then, not in some danger from the grasping tentacles of monopolies? Not nearly so much as from the ignorance of the politicians.

How the
Public
Is Served

A CONCRETE INSTANCE sometimes helps to clear away great fogbanks of misunderstanding. The reader should note carefully what General Carty tells us, in his present article, about the extent and nature of improvements in the incandescent electric lamp. The American people are now paying about \$600,000,000 a year for their electric lighting. But a given amount of electrical energy, because of changes in the lamp itself, is now yielding more than four times as much illumination as was possible in 1907. Assuming the same general scale of prices, each unit of energy is serving the public four times as well—which

is equivalent to saying that twenty-five cents will buy as much electric lighting today as could be bought for a dollar a little more than twenty years ago. Such a transformation in the service brings substantial benefit to the public. The pretense of protecting the public by the vigilance of politicians who urge confiscatory policies, is exposed as farcical when the facts are brought to light. The leaders in the expansion of electrical services are more interested, by far, in the scientific discoveries that they can apply, for the public benefit, than they are in imposing arbitrary charges upon helpless communities. We may say these things with the more frankness, because of a long record of entire independence in dealing with such problems.

The Passion
for
Interfering

THE AMERICAN PUBLIC, at times in the past, may have derived some actual benefit from governmental regulation of corporate activities. It would be hard to balance losses and gains, up to date, from political restraint upon private enterprise. We may suggest a present need of the clear light of science in this precise field of applied politics. It happens just now that our corporation managers are, as a rule, on a higher plane both of intelligence and of ethical conduct than are our political managers. The general public needs more protection from bad politicians and ignorant lawmakers than from the men in control of railroads, power companies, and large industries in general. The Socialists think that our political organization ought to absorb our business organization. If men in government and politics were as highly trained in general as President Hoover, the socialistic program might not be so lacking in practical merit. Even with strictly honest men in politics and official life, a socialistic régime would quickly sap and destroy the vital energy that makes American progress so zestful and marvelous.

The
Scientific
Motive

IN THESE public services that the politicians wish to control or regulate, the dominant motive is no longer that of the money-maker, in an old-fashioned conception of plutocracy. It is rather the motive of the engineering profession, fired with the untiring enthusiasm of the scientific laboratories. In the early days of the petroleum industry, "striking ile" and getting rich was the popular idea. Prospectors rushed from one new oil field to another. Our states should indeed assume control of their resources, to prevent overproduction and sheer waste of crude petroleum and natural gas. But so far as the public is concerned, in its contemporary relation to the oil industry, its chief benefits come from the engineers and chemists. Scores of valuable by-products have been developed in the laboratories; and the corporations that make and sell gasoline and other petroleum products are benefactors rather than public enemies. They have been remiss, perhaps, in not trying harder to make the man in the street partake of their own enthusiasm for the marvels of science. We are confident that Gen. Carty's article points the way to a better mode of approach in attempts to enlighten public opinion.

Liberty to
Serve the
People

BUT FOR THESE scientific men, with their new processes, we should not have been able to operate 25,000,000 automobiles with an unfailing supply of gasoline. We should not have been able to pay the immense sums in the form of gasoline taxes that are transforming every state in the Union by giving it good roads. In the very nature of the case, these so-called monopolistic corporations are compelled to extend the benefits of their new inventions to the universal public that patronizes them. They are said to be spending \$200,000,000 per annum in a thousand research laboratories, to maintain the processes that lead to further discoveries. The electrical services, like the oil companies, the steel companies, the railroad companies and many others, are simply obliged, as the first law of preservation, to do the best they can for the public. The more they are annoyed, bullied, ragged, and pecked at, by legislatures and by control-seeking commissioners, the less liberty they have to do their best for themselves and all their patrons and customers. What the public might possibly gain from attempts at rate regulation by these commissions is at most a small percentage of what the enterprising companies are anxious to give the public in the form of improved and therefore more valuable services. This is not to complain of what we may call the judicial function of boards and commissions. We are only criticizing the assumption of meddlesome kinds of interference under political pressure.

Science
and the
Fruit Fly

THE GOVERNMENT HAS its own scientific services, some of them notably useful. As a rule they are not as well carried on as the scientific work of the industries and the universities. This is not the fault of the scientific men themselves, but rather of the political conditions under which they have to work. If agriculture had been organized on the line of great industries, the boll weevil would have been better controlled by the cotton growers than by governmental methods. We have had a recent instance in the work of the federal Department of Agriculture and the state of Florida, coöperating in a campaign against the so-called "Mediterranean fruit fly." A congressional committee spent some time in Florida in February and March, investigating the emergency itself and the methods used in dealing with it. It is the impression in Florida that the remedy has been far worse than the disease. A dangerous type of fly is said to have appeared in certain orange groves in 1929. Not the slightest proof of the presence of this insect, later than last August, seems to have been discovered. Quarantine restrictions and various local precautions, such as the sealing of the baggage of Florida visitors, show to what farcical absurdities bureaucratic zeal may commit itself. As things now stand, so drastic has been the war against the insect that one might believe, with a host of exasperated Floridians, that the citrus fruit area of that state is the only one in the world now entirely free from "infestation." There are those who go so far as to believe that it has all been an entomological delusion. However, the fruit interests of Florida are so important, looking to the future,



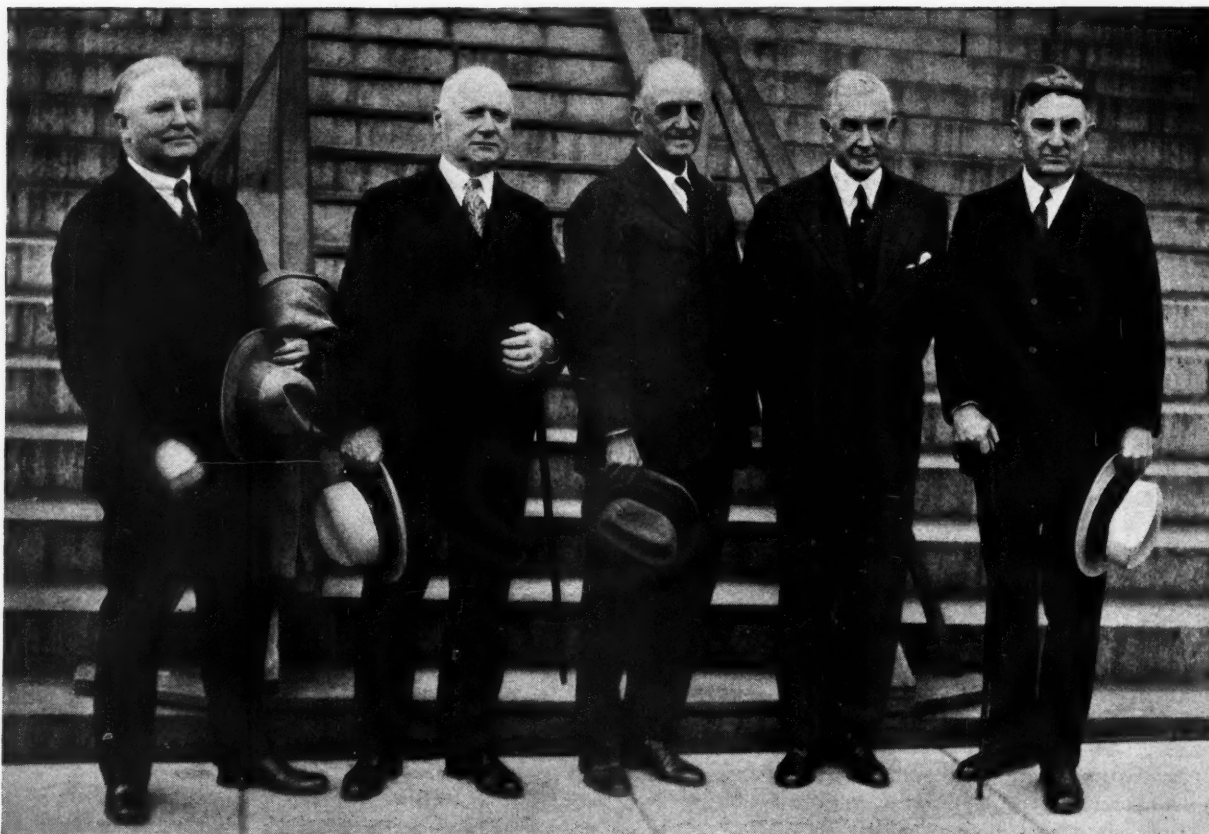
GENERAL JOHN J. CARTY

Service in France on the staff of the chief signal officer furnished the only interruption in the career of Mr. Carty with the telephone system, a lifetime of leadership in the employment of science and invention as aids to industry.

that it is better to err on the side of zeal, than on that of neglect. Nothing of course can really dishearten the people of Florida, although passing adversity may temper the spirit of speculation. Coöperative marketing of grapefruit and oranges will be promoted by the fruit-fly restrictions and quarantines. Research and experiment will convert the Everglades into a region of new kinds of agriculture. Tung oil will be produced in Florida in large quantities, from the nuts of a quickly maturing tree that is now principally found in China. However sharp the temporary blow to the citrus-fruit industry, Florida will be gainer in the end.

Studying
the Situation
in Haiti

TO THE PEOPLE of the United States the visit of an official commission to Haiti may have seemed a mere passing incident; but to the people of Haiti it was an historical occasion of major importance. Chronic revolution had reduced Haiti to a condition of political and economic chaos. Our enterprising experts, who study American foreign policies so critically, have provided us with abundant accounts of the particular crisis by reason of which American marines were sent to exercise a quieting influence. For fifteen years the island republic has been actually governed by the Navy Department at Washington. There have been substantial benefits in the form of business-like financial administration, orderly economic progress, better schools, the building of modern highways, and, above all, the security of life and property under a reign of law and justice. But the people of Haiti have a sense of pride in their independence and they do not



THE CIVILIAN COMMISSION WHICH MADE A FAVORABLE IMPRESSION IN HAITI

From left to right are: William Allen White, Elie Vezina, W. Cameron Forbes (chairman), Henry P. Fletcher, and James Kerney. Mr. White and Mr. Kerney are distinguished newspaper editors, Mr. White a Kansas Republican and Mr. Kerney a New Jersey Democrat. Mr. Fletcher is a former Under Secretary of State, with wide diplomatic experience.

like outside domination, even for their own good. President Hoover sent a representative commission to study the facts at close range, and to see how safe it would be to withdraw our marines, and to aid the Haitians in the reestablishment of local legislative activity, with the executive power fully restored to a President elected under their constitution. Mr. W. Cameron Forbes, chairman of the commission, has the training and the temperament of a real colonial administrator of the best school. His long experience in the Philippines has given him both the knowledge and the sympathy that are desirable in the study of our relationships in the West Indies.

Our
So-called
"Colonies"

THE HAITIAN COMMISSION consisted of the following members, besides Mr. Forbes: Henry P. Fletcher, who has been Ambassador to Chile, Mexico, Belgium, and Italy, and also Under Secretary of State; Elie Vezina of Rhode Island, a student of Haitian affairs; James Kerney, editor and publisher of the *Trenton Times*; and William Allen White, proprietor and editor of the *Emporia Gazette*. Their appointment was announced on February 7, and they reached Haiti before the end of the same month. How they proceeded and what conclusions they reached are summarized in their report. Since his return, Mr. Forbes has not hesitated to express his views on the nature of American responsibility in outlying fields. He realizes that each case has to be dealt with on its own merits, but he

would advise a better concentration of oversight at Washington. Thus the Insular Bureau in the War Department is in charge of our relations with the Philippines, Porto Rico, and the Canal Zone. The State Department deals exclusively with those peculiar relationships that exist between the United States and Cuba, and also between the United States and Liberia. Our exercise of certain functions in Central America, Haiti and Santo Domingo has been at the hands of the Navy Department through its control of the Marine Corps. The affairs of Hawaii and Alaska are supervised chiefly by the Department of the Interior. Meanwhile, several bureaus of our Department of Agriculture have also their duties to perform in more than one of these political entities. Mr. Forbes is in harmony with our best statesmanship in desiring to have the Government at Washington helpful, without being unduly officious or dominating as it comes in contact with peoples who have governments of their own in normal times. He finds the Filipinos now holding 96 per cent. of the offices, with Americans holding only 4 per cent.—the greater number of these remaining Americans being teachers. He finds the Filipino leaders less eager for independence, when the long-demanded boon seems to be drawing near. The stability of the Philippines has rested upon the United States Treasury, as regards public finance, and upon the presence of the Stars and Stripes as regards political security. Free access to the American market for Philippine products, under existing conditions, has cre-

ated a strong back-current of opposition to the independence movement. Sugar, tobacco, coconut oil, and certain other commodities, are to have an increasing place in the discussions henceforth, pro and con, of the political status of the Philippine Islands.

**The Senate
Tariff Bill
Completed**

WHEN THE SENATE finally voted upon the tariff bill on March 24, public interest had been worn to a frazzle. For ten months the Senate had been working on the bill. For a full year various foreign countries had been waiting with dread and increasing indignation for the final verdict at Washington as regards the particular items touching which they had found themselves under indictment. Were they to be allowed to keep their markets in the United States, or were they to be excluded? Our own newspapers had become tired of the tariff question, and had been giving a surprising amount of space to the difficulties that were prolonging the Naval Conference at London and were preventing the adoption of a five-power agreement. But the American people have not been plainly told that the European press had been giving relatively small attention to this naval conference, while regarding the slow advance of the tariff schedules through the Senate mill at Washington as a matter of far more practical importance to Europe than proposed adjustments of strength in the different kinds of armed ships. The tariff, not navies, is the world issue.

**Parties in
the Tariff
Line-up**

FORTY-SIX REPUBLICAN SENATORS and seven Democrats voted in favor of the Senate tariff bill as revised, while twenty-six Democrats and five Western insurgents (nominally Republican) voted against it. Louisiana and Florida have a tendency always to act with the Republicans in tariff matters; and in the case of New York Senator Copeland voted for the bill and Senator Wagner opposed. Senators Bratton of New Mexico, Kendrick of Wyoming and Pittman of Nevada are Democrats who voted for the bill, with Ransdell and Broussard of Louisiana and Trammell of Florida. Senators Blaine and LaFollette of Wisconsin, Norris of Nebraska, and Norbeck and McMaster of South Dakota voted with the twenty-six Democrats. Senator Fletcher of Florida was paired in favor of the bill. Also pairs had been arranged between five regular Republicans for the bill and five regular Democrats against it, the ten being necessarily absent. Senator Shipstead of Minnesota, the Farmer-Labor member, was also paired against the bill. So much for the party line-up. It should be said emphatically that the bill is not sectional or partisan. Business interests in Democratic states were as eager for high rates as were those in Republican states. In our opinion the bill is full of defects and the rates are much too high; but the high rates are the result of intense local pressure and universal log-rolling. The Republicans will have to take blame, or may claim credit, before the country. But protectionism is no longer a sectional affair or a genuine bone of contention between the two parties. The Senate bill is so different in many details from the House bill that it was thought probable that the joint conference com-

mittee would not have completed its labors before the first of May. Next month it will be possible for us to present an article dealing intelligently with the subject of tariff-making in the present Congress.

**Ending the
Naval
Conference**

MEANWHILE, on April 10 the British Prime Minister, Ramsey MacDonald, announced in the House of Commons that the Naval Conference had virtually finished its work. A rounded and complete adjustment of naval power for the five governments was found to be impossible. In successive numbers of this periodical Mr. Frank Simonds had shown that there were difficulties—chiefly due to the position of France—that made it quite visionary to suppose that ratios could just now be settled for the Italian and French navies. In our opinion, the accord between the American and British governments has great value, in the historic sense. That it will save us much money for a few years to come is in doubt; and, indeed, we had not in these editorial comments ever treated it as immediately promising much from the budgetary standpoint. The Japanese arrangements will decidedly increase the relative standing of the fleet of that trans-Pacific power. The drain upon treasuries for needless warships is serious; and the questions relating to the number and the size of different kinds of vessels had to be studied carefully. But, at this juncture in the affairs of the world, the public state of mind as regards war and peace is the thing of superior consequence.

**Improved
Under-
standings**

MR. SIMONDS in his contribution to our present number dwells upon the incompleteness of the results of the conference. But this is not to blame Mr. Stimson and his able colleagues. There is wide difference between treaties and friendliness. For our part, we set great store by understandings, while, speaking generally, we are not so eager to have nations tie their own hands by signing treaties. Statesmen come and go, and treaties often prove vexatious. But good understandings are worth all the patience and care that it may cost to bring them into existence. The Geneva conference, as between the United States and Great Britain, did not conduce to happy relations. Fortunately, the London conference has strengthened our ties of good will with Great Britain and Japan, and it has in no way weakened our friendly relations with France or with Italy. The British, French, and Italians will continue their efforts to complete a Mediterranean agreement. If this London conference has not been conclusive, it has at least been salutary in its exposure of difficulties. It helps us to understand that practical disarmament must of necessity be a slow process, based altogether upon what Briand has always called, "moral disarmament."

**Fairly
Satisfactory
Results**

SOME DAYS, following Mr. MacDonald's announcement of April 10, were occupied at London with details in the drafting of a treaty pursuant to the general terms of the agreement that had been reached. On Sunday afternoon, April 13, Mr. Simson speaking in London was heard throughout the United States

(thanks to the perfection of the radio system) in a hopeful and convincing statement of the advantages which our delegation believes will accrue to the United States and the world from such new steps as have been made towards the removal of competition in the building of war vessels. The very fact that the Conference did not break up in disagreement is of itself a victory. In matters of this kind history goes on; and we should be fairly well satisfied if its records indicate gains rather than losses to the cause of peace. If now, in order to show financial benefits, we should curtail our building program we would make a serious mistake. The whole cruiser situation got out of hand simply because we neglected to build vigorously, and to maintain in the years following the Washington Conference the 5-5-3 ratio, as regards England and Japan, in all classes of ships.

Politics,
in the
Present Year

MANY QUESTIONS, some national and others international, will enter into the political campaigns of the present year. Mrs. Ruth Hanna McCormick, who won a sweeping victory in her campaign in the Republican primaries of Illinois for the senatorial nomination, is opposed to our taking official place in the World Court. She will run as a Dry, while the Democratic nominee, Hon. James Hamilton Lewis, will make an aggressive anti-prohibition campaign, although he agrees with Mrs. McCormick about the World Court. The tariff question, of course, will enter into contests for the Senate and Congress, in certain of the states. The lobby committee of the Senate has managed to cast reflections upon so many people that there has been a sharp reaction. As a result, public sympathy has been mostly with the lobbyists and against the committee. Disinterested people, working for what they regard as worthy public ends, will not be hurt very seriously by being called lobbyists. As for the prohibition hearings at Washington, it is not apparent that they have resulted in changing any lawmaker's official attitude, or in affecting the views of any private citizen. The returns from certain localities as announced in the poll of the *Literary Digest* might indicate that there is nothing more than a forlorn remnant left to uphold the Volstead Act. Yet, somehow, the voters continue for the most part to elect Dry majorities to our lawmaking bodies, and to encourage everything tending toward a more efficient enforcement of the prohibition system.

Position
of Premier
MacDonald

IF PARLIAMENT should not accept the three-power naval treaty it would damage the prestige of Mr. MacDonald, but it would not necessarily cause the downfall of the Ministry. The other parties are not ready for a general election; and Mr. MacDonald upon the whole is gaining rather than losing in the confidence of the British public. Mr. Snowden as Chancellor of the Exchequer is an able financier. Mr. Thomas is handling labor problems at least as well as any Tory or Liberal who could possibly be named. The steadiness and continuity of foreign policy is illustrated by the choice of Sir Ronald Lindsay to succeed at Washington the retiring Ambassador, Sir

Esme Howard. The long and creditable career of the new Ambassador is recounted elsewhere in this issue. Like his predecessor, he is a scion of one of the oldest of the titled families of Great Britain. But also like Sir Esme he has made his way on his own merits as truly as has Premier MacDonald. The late Lord Balfour was the statesman who at the Washington conference accepted the principle of naval parity as proposed by Secretary Hughes. Imperial problems have been faced with great wisdom by successive British governments for many years past. The MacDonald Ministry now has to contend with a situation in India that is of the most serious nature. British rule in that vast empire continues solely because India has not yet reached the point of sufficient internal harmony to take its place as an independent sovereignty. To wish bad luck to the British cause at this moment is not necessarily to wish well for the cause of India.

Nominated
for the
Supreme Court

ON MARCH 21 President Hoover announced the name of his selection for the Supreme Court vacancy caused by the death of Justice Sanford of Tennessee. He chose John J. Parker of North Carolina, who is a judge on the Federal Circuit Bench. Judge



JUDGE JOHN J. PARKER

Parker is a comparatively young man, whose high personal and professional standing made the appointment highly satisfactory to most people who have regard for the dignity, ability, and independence of the judiciary. But it seems that in a certain case involving labor organizations Judge Parker had made a decision that labor leaders resented. In doing this, he had followed in every

respect the requirements of law as interpreted by the Supreme Court. Certain Negro leaders also have been making an organized racial attack against Judge Parker's confirmation, on the ground that at some time he had expressed an unflattering opinion upon the political fitness of North Carolina Negroes. These elements of opposition to Judge Parker have been preparing to set back-fires against individual Senators who might have the courage to take a proper view of their constitutional duties. Any Senator cowardly enough to be intimidated by such methods certainly ought to be defeated in a campaign for reelection. If membership in the Supreme Court is to be decided by clamor such as that which has been raised against Judge Parker, it would be impossible to sustain a worthy judiciary. Every good lawyer and disinterested citizen should take a part in meeting this issue.



French lace makers parade to the City Hall of Calais in protest against United States tariff increases.

HISTORY in the MAKING

From March 14
to April 11, 1930

LONDON NAVAL CONFERENCE

March

- 14.. AMERICA and Japan reach a definite agreement. Japan is conceded 60 per cent. of the American heavy cruiser tonnage and 70 per cent. in auxiliary tonnage. England proves agreeable to this plan.
- 24.. DINO GRANDI, Italian Foreign Minister, suggests that the Conference be adjourned for six months while France and Italy attempt to adjust their differences, which have caused a deadlock.
- 30.. FRANCO-BRITISH discussion of a security pact, sought by France in connection with naval limitation, is checked. Premier MacDonald refuses to bind his country by any "military guarantees" as desired by France.

April

- 3.. THE plan by which America, England, and Japan might conclude a separate naval agreement is discussed. It would be left open to France and Italy whenever they should compose their differences.
- 4.. AMERICAN naval envoys at London book passage home for April 22. Italian demands for parity with France make a five power pact impossible, as France refuses to reduce tonnage on those terms.
- 10.. AFTER twelve weeks of negotiation, the Conference announces an agreement by which the United States, England, and Japan undertake a six-year limitation of auxiliary warships. They also agree to a holiday in battleships and aircraft carrier construction. All five powers agree on methods of listing naval strength, the humanization of submarine warfare, and probable limitation of submarine specifications. Special British security guarantees to France are not included in the agreements.

PROHIBITION

March

- 17.. GEORGE WICKERSHAM, chairman of President Hoover's Law Enforcement Commission, testifies to the Senate Judiciary Committee that dry enforcement is gaining. He declares that 2.75 beer is not a panacea for prohibition ills.
- 19.. HORACE D. TAFT, brother of the late President Taft, and Josephus Daniels, former Secretary of the Navy, testify in favor of prohibition before the House Judiciary Committee. Mr. Taft asserts that his famous brother changed his early views on the subject before his death, hoping for "a satisfactory result if we keep at it."

- 26.. CANADIAN liquor control by the Government is pronounced a dismal failure by Ernest Drury, former premier of Ontario, in testimony before the House Judiciary Committee; he states that Canadian bootlegging has greatly increased.

- 30.. ATTORNEY-GENERAL MITCHELL, it is learned, plans to divide the country into ten districts instead of twenty-six for purposes of prohibition enforcement. This move will be made in connection with the transfer of liquor regulation from the Treasury Department to the Department of Justice.

April

- 1.. SENATOR TYDINGS of Maryland attacks prohibition for two hours in the Senate, marshalling facts and figures to support his arguments.
- 6.. SWITZERLAND adopts prohibition by a national referendum. The distilleries are to be closed, with production of hard liquors as a government monopoly. Wines and beer will not be interfered with. The vote stood 487,340 to 314,316.
- 10.. THE New York State Assembly passes the Cuvillier Bill, 82 to 61. This bill memorializes Congress to call a constitutional convention for the repeal of the Eighteenth

Amendment. The State Senate is expected to promptly approve the Cuvillier measure.

UNITED STATES

March

- 15.. PRESIDENT HOOVER's commission to Haiti announces that Eugene Roy, dependable native banker, will become president of the island republic on May 15. President Borno and the revolutionary forces opposing him agree to support this compromise plan.
- 20.. THE Senate imposes a duty of \$1.50 per thousand feet on soft wood lumber by a vote of 39 to 38. This reverses the previous vote of February 27.
- 21.. JUDGE JOHN J. PARKER, of North Carolina, is nominated by the President to fill the late Judge Sanford's place in the United States Supreme Court. His judicial district has not been represented on the Supreme Bench for seventy years. He is a Republican, age 44.
- 24.. THE Senate passes the tariff bill, 53 to 31, after seven months debate. Twenty-six Democrats and five Republican insurgents vote against the bill, calling it the "Grundy Billion."
- 25.. THE Senate votes \$230,000,000 for public buildings in Washington, and the country at large. The agricultural appropriation bill, totaling \$153,000,000, is also passed.
- 28.. PRESIDENT HOOVER approves the Forbes Commission report on Haiti, which proposes to end American supervision as soon as possible. By 1936 it is expected that the island will be completely self-governing. Meanwhile there will be gradual emancipation.

April

- 2.. PRESIDENT HOOVER opens the 1930 census of the population of the United States by filling the White House schedule. He certifies that he can "read and write." This is the fifteenth national count, begun in 1790.
- 4.. THE Senate, 45 to 23, adopts the Norris resolution for government operation of the Muscle Shoals power project—after a ten-year struggle. This embraces control of a mammoth Alabama nitrate manufacturing plant.
- 8.. MRS. RUTH HANNA MCCORMICK defeats Senator Deneen in the Illinois primary for the Republican senatorial nomination. Both her husband and her father had been Senators. Former Senator James Hamilton Lewis, a strong opponent of prohibition, wins the Democratic primary.

ABROAD

March

- 20.. SPEAKERS at the All-Union Congress of Atheists, at Moscow, advise moderation in the treatment accorded to professing Christians. "Gradual conversion" to atheism, it is said, must be the watchword of the movement.
- 23.. THE Soviet Government decrees that all non-voters (priests, private traders, ex-aristocrats, etc.) are entitled to homes, food, rations, medical aid, and schooling. Self-supporting persons over 23 will not share in any parental disfranchisement.
- 27.. THE German Cabinet of the socialist Chancellor Mueller resigns due to a dispute over the 1930 budget. It had held office since June, 1928, stressing friendly coöperation with the Allies. This cabinet lasted longer than any since the formation of the Republic.
- 28.. EIGHT years in office, President Cosgrave of the Irish Free State resigns after an adverse vote on old age pensions in the Dail Eireann.
- 28.. PRESIDENT HINDENBURG calls on Dr. Heinrich Bruening, Catholic Zentrum leader, to form a new German cabinet of conservative tendency. Bruening will support the Young Plan. He is 45; served as a machine gunner on the West-



JAPAN'S MANHOOD VOTES FOR THE FIRST TIME

A laborer reading a poster telling how to vote, and picturing the method of marking ballots and putting them in the ballot box. For the second time in history Japan recently had a general election with full manhood suffrage.

ern Front, was wounded, and received the Iron Cross. He is also a scholar, with a Doctor of Philosophy's degree.

April

- 1.. BRITISH prohibition of Indian child brides becomes effective, making it illegal for mature men to marry little girls. Girls under fourteen and boys under eighteen may not wed, but this humane legislation applies only to "British" India—not to the domains of the numerous native princes.
- 2.. WILLIAM COSGRAVE is reelected Irish president by the Dail Eireann, 80 to 65; defeating the republican De Valera and the labor leader O'Connell. De Valera is on a lecture tour in the United States.
- 5.. THE French Senate ratifies the Young Plan, 284 to 8. Final ratification by both France and Germany has now been obtained, despite the protests of extreme nationalists in both countries.
- 6.. MAHATMA GANDHI, Indian nationalist leader, manufactures salt from sea water in violation of the salt monopoly. The Government masses 500 police, and arrests his son. This is the first step in the Indian national campaign of civil disobedience to British rule.

OTHER HAPPENINGS

March

- 13.. A NINTH planet "X," newly discovered, is photographed by astronomers at the Flagstaff observatory in Arizona.
- 16.. NEW YORK churches of all creeds hold protest services against the anti-religious policy of Soviet Russia. Meanwhile, 12,000 New York free thinkers gather in the Bronx to applaud Russia's behavior.

- 18.. DIRECTORS of the Chase National Bank, of New York, Equitable Trust Company, and Interstate Trust Company approve a merger. Aggregate resources total \$3,000,000,000, and the combination will be the world's greatest bank.
- 22.. WORD is received of a union of the Hamburg-American and North German Lloyd steamship lines. Each is to retain its identity, but the combination will be the third largest of the sort in the world.
- 23.. THE National Business Survey Conference, headed by Julius H. Barnes, reports that American business conditions are decidedly improving. Unemployment has been checked, payrolls are higher, and the Wall Street slump is being overcome.
- 25.. THE new North German Lloyd Liner *Europa* breaks the Atlantic record of her sister ship the *Bremen* by 18 minutes. Her time was 4 days, 17 hours, 6 minutes.
- 25.. BISHOP JAMES D. PERRY, of Rhode Island, is elected head of the Episcopal Church by his fellow bishops assembled at Chicago. He succeeds the late Bishop C. P. Anderson.
- 31.. A NEW code of motion picture ethics is outlined by Will Hays, American screen arbiter. Drinking scenes and profanity will be reduced to a minimum, and the glorification of criminals is banned.

April

- 6.. CAPTAIN FRANK M. HAWKS lands in a glider at New York, having been towed by airplane from San Diego, California, in six and a half days. The journey covered 2,860 miles, and twenty stops were made.
- 6.. WILLIAM FOX, head of the Fox Film Corporation, in financial difficulties, gives up control of his interests. He sells 151,000 shares of stock to Harvey L. Clarke, President of General Theaters Equipment, Inc. Mr. Fox will continue as chairman of the advisory board for five years.



WHAT HAPPENS TO YOU IN THE CENSUS BUREAU

The answers you gave the census taker are transferred to cards by punching holes in designated places. Above is a machine which sorts these cards and counts them.

DIED

March

- 14.. MARTIN G. BRUMBAUGH, 67. In 1916 he was elected Governor of Pennsylvania, and was earlier first commissioner of education in Porto Rico and superintendent of Philadelphia's schools. Primarily an educator, he died as president of Juniata College in Pennsylvania.
- 16.. GENERAL PRIMO DE RIVERA, 60. He had served as Spanish dictator from 1923 until January 28, 1930, resigning in favor of his rival General Berenguer. Early in the War, he advocated British transfer of Gibraltar to the Spaniards. He served against the Riffs in Morocco.
- 17.. FREDERICK TREVOR HILL, 63. Born in Brooklyn, he was a well known author on legal and historical subjects. He served on General Pershing's staff in France during the War.
- 19.. EDWARD NELSON DINGLEY, 68. A native of Maine, who early engaged in newspaper work. As expert economist, since 1920 he had served as tariff expert for the Senate Finance Committee.
- 19.. LORD ARTHUR BALFOUR, 81. Of distinguished family, he entered politics in 1874 and became Secretary for Ireland. From 1902 to 1906 he was British Premier. First Lord of the Admiralty during the War, he assisted at the peace negotiations. He was a traditional Tory and leader of his party.
- 20.. REAR ADMIRAL WALTER R. MCLAN, 74. He served with Dewey at Manila, later commanding the Norfolk Navy Yard, and was an authority on armor plate for ships.
- 21.. V. EVERIT MACY, 58. A banker, he was a famous philanthropist and worker for prison reform. His greatest field of activity was Westchester County, New York, where he officiated as Superintendent of the Poor.
- 24.. RT. REV. HERBERT SHIPMAN, 61. Suffragan Bishop of the New York Episcopal Diocese, he was born in Kentucky and served as chaplain at West Point, and in wartime France. He was chosen Bishop of New York in 1921.

April

- 1.. JAMES CROSBY BROWN, 57. Senior member of Brown Brothers, international bankers, and great grandson of the founder of the concern. He was an outstanding figure in financial and civic Philadelphia.
- 1.. FRAU COSIMA WAGNER, 92. Widow of the great German composer Richard Wagner, and daughter of Franz Liszt. First married to the musician Von Buelow, from whom she was divorced. She had five children and died in poverty after a romantic life.
- 2.. ALBERT H. WASHBURN, 64. Educated at four colleges, he was consul in Germany, private secretary to the late Senator Lodge, served at The Hague and as Minister to Austria. He was a Massachusetts presidential elector in 1921.
- 3.. EMPRESS ZAUDITU of Abyssinia, 54. She was descended from Solomon and the Queen of Sheba, and came to the throne in 1917. She was a reactionary. Her nephew, the Ras Tafari, will succeed her.
- 4.. QUEEN VICTORIA of Sweden, 67. For twenty years an invalid. She was a cousin of the ex-Kaiser; mother of three children. French fliers bombed her at Karlsruhe during the War. She died in Rome, King Gustav at her bedside.
- 7.. OCTAVIANO A. LARRAZOLA, 70. Born in Mexico proper, he came to the United States at an early age and espoused the cause of our Spanish-speaking citizens in the Southwest. He became Governor of New Mexico in 1919, and in 1928 was chosen United States Senator.
- 9.. GENERAL C. E. HYATT, 79. Oldest active college head in the country, president and commandant of the Pennsylvania Military College at Chester. He graduated there in 1872, and assumed the presidency in 1887—succeeding his father who had held the office.

Cartoons of the Month

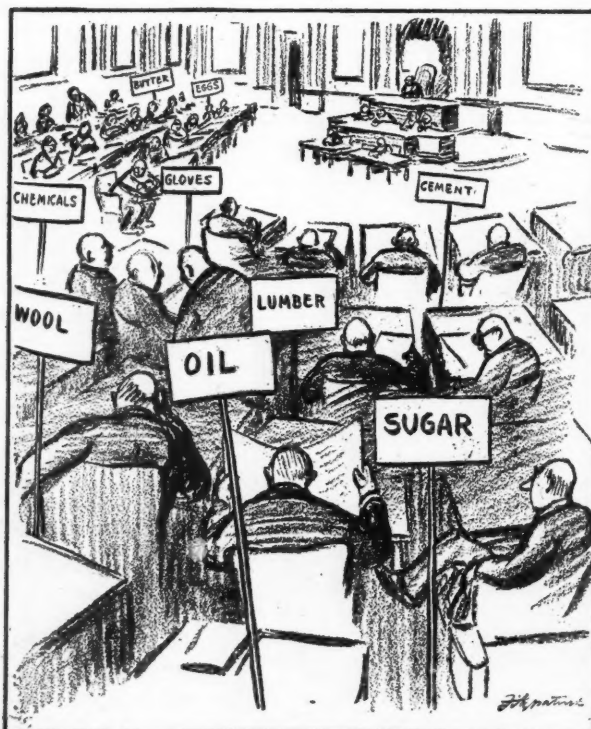
Prohibition ▼ Tariff ▼ Naval Parity



A POOR TIME TO HAVE A TOOTH PULLED
By Evans, in the *Dispatch* (Columbus).



WE HAVE OUR GANDHIS, TOO!
By Gale, in the *Times* (Los Angeles).



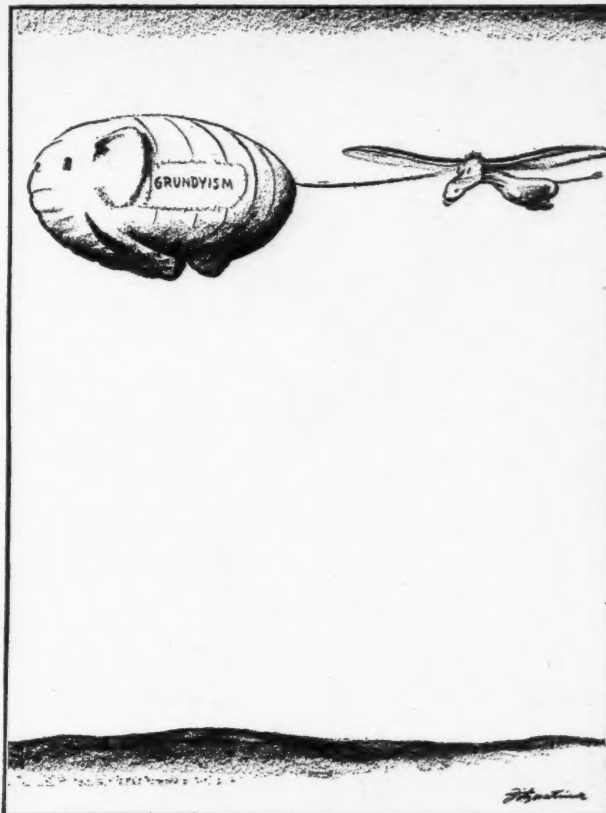
GRUNDY'S MAP OF THE SENATE?
By Fitzpatrick, in the *Post-Dispatch* (St. Louis).



NO GETTING AROUND IT NOW
By Sykes, in the *Evening Post* (New York).



HOW HE HAS CHANGED IN TEN YEARS!
By Darling, in the *Herald Tribune* (New York).



ANOTHER TOWING FEAT
By Fitzpatrick, in the *Post-Dispatch* (St. Louis).



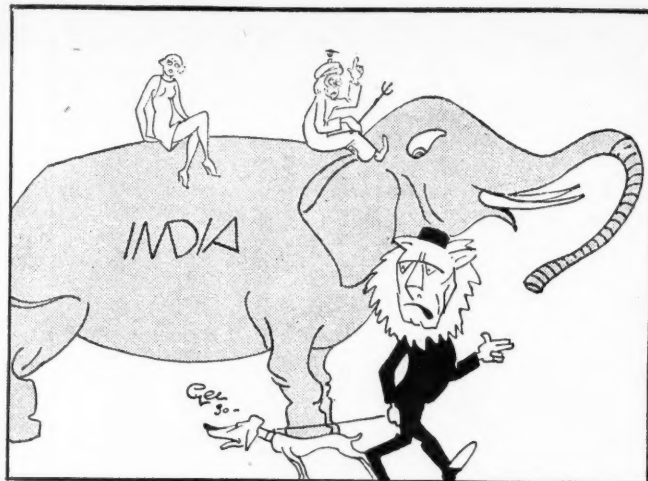
SHE REFUSES TO SCARE ANY MORE
By Hanny, in the *Inquirer* (Philadelphia), ©



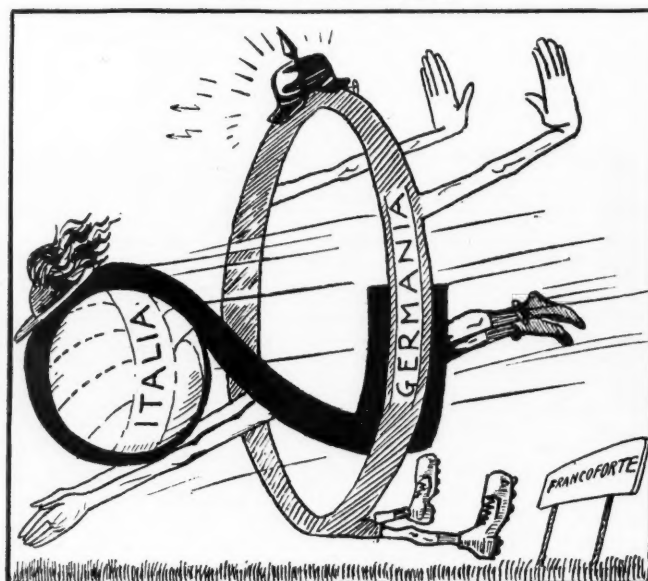
WHAM! THE AXE DIVIDES BOTH PARTIES
By Enright, in the *Evening World* (New York).

**LOOP-THE-LOOP**

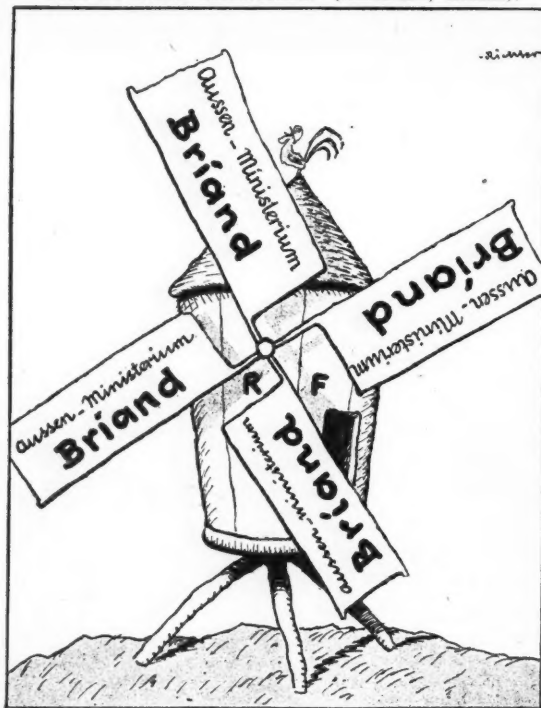
Stalin takes the wheel of the good ship "Soviet."
From *De Groene Amsterdammer* (Amsterdam, Holland).

**ITALY VIEWS INDIA**

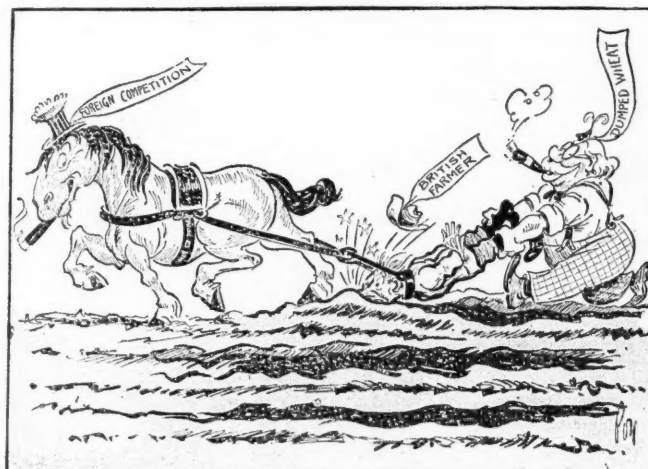
The British Lion: "I'm too old to fight. I'll keep the Elephant by trickery—my favorite weapon!"
From *Il 420* (Florence, Italy).

**GOAL!**

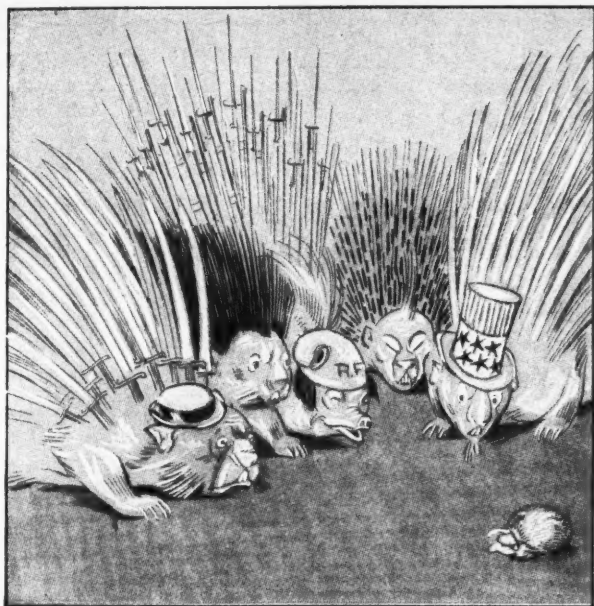
Italy defeats Germany in international football, 2-0, at Frankfurt.
From *Il 420* (Florence, Italy).

**FRANCE'S POLITICAL WINDMILL**

Cabinets come and go, but Briand goes on forever.
From *Kladderadatsch* (Berlin).

**THE HAPPY BRITISH FARMER**

His lot is unenviable—Between German and American competition.
From the *Evening News* (London).



DISARMAMENT?

The little German hedgehog, with his harmless quills, is closely watched by the bayonette-clad porcupines at the belligerent London Naval Conference.

From Kladderadatsch (Berlin).



THAT JUGOSLAV MONUMENT!

Tory, Czarist, French, and Fascist thugs dedicate the new memorial to Prinzip—who shot the Austrian Crown Prince in 1914, bringing on the War.

From Kladderadatsch (Berlin).



ITALY VIEWS RUSSIA

Moscow: "Hands off our people!"

Vatican: "We always pray for souls in hell!"

From Il 420 (Florence, Italy).



AT LONDON

Briand, Premier of France: "If you ALL will enlist in our Foreign Legion, we MIGHT reduce a little."

From the Evening Standard (London).



THE RED WINDBAG

Agitators are busy pumping up Communism the world over.

From De Notenkraker (Amsterdam, Holland)

What Was Wrong at

"IF BY 1936 the 'unthinkable' war should arrive," writes Mr. Simonds, "every one of the great naval powers would bless the London Conference for getting navies into shape. We are going to sink a lot of old stuff. But we are going to build more tonnage than had been planned before, and this is the price of parity." Mr. Simonds, recently back from London, speaks of the conference as a holiday in hulks and a carnival in cruisers.

Northern and Southern armies, and discuss the great questions of parity and reduction. But what MacDonald told Hoover indicated two things; first, that there could be

ONCE MORE, as in two earlier months, it is necessary to open an article on the London Conference with the same preface: that on the major question of a five-power pact, agreement is quite as remote in the middle of April as it was in late January. And if, by contrast, the arrival of a three-power treaty—with Japan, Britain, and the United States as co-signatories—is assured, it is also becoming patent that the very terms of this treaty render problematical its fate at the hands of a Senate in Washington that has been fully aroused to opposition by the long months of delay and futility.

How shall one explain this absence of settlement through nearly three months of endless debate? What, after all, was wrong at London? This is the question I have met on all sides since returning to America.

Actually what was wrong at London was the fact that before London there had not been the smallest effective preparation for dealing with those political matters which are plainly the chief problems of any conclave. Between the United States and Great Britain, to be sure, conversations by the President and the Prime Minister beside the Rapidan had cleared the way. But these conversations covered only forty per cent. Sixty per cent. of the preparation—that which concerned France, Italy, and Japan in their relation to the Anglo-Saxon powers, and the relations of the Latin nations to each other—remained untouched.

It was all very well for Mr. Hoover and Mr. MacDonald to sit on a log by the Virginia stream, which over long years had been the battlefield of

no reduction whatever in the vital categories of naval craft; and second, such figures as he brought from the British Admiralty, high as they were, would be raised vastly—unless France and Italy voluntarily consented to adjust their strengths to British wishes.

For Britain was prepared sincerely and unreservedly to accept parity, had in fact definitively abandoned that attitude which to the American mind had made parity impossible both at Washington and at Geneva. But Britain was in nowise ready to give up the two-power standard in Europe which for centuries has been the basic detail in her policy.

Thus the Rapidan conversations at once made necessary the negotiation of preliminary agreements with Paris and with Rome. And the French detail was the more important. For France, as early as 1924, had

adopted a naval statute which was now being put into operation, thanks to the improvement in French finances. And last autumn French construction had gone forward to the point where it was patent that the MacDonald-Hoover figures of the Rapidan would have to be revised upward sharply and swiftly if France kept on building.

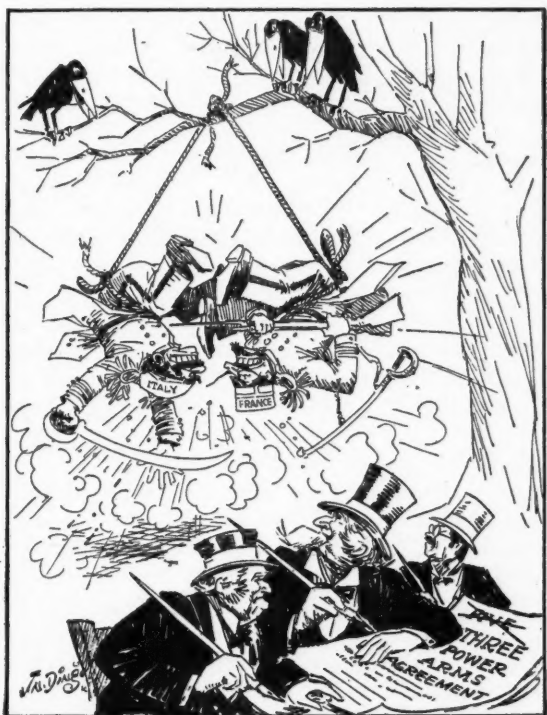
Meantime French eyes had looked at the Rapidan love-feast with manifest suspicion. At The Hague, in August, Snowden had insulted the French Finance Minister, repudiated acceptance of the Young Plan by British representatives, and clearly undertaken a policy of divorce



"SAILOR, BEWARE!"

By Sykes, in the New York Evening Post

the London Conference?



GUESS WE MIGHT AS WELL PROCEED WITHOUT 'EM

By Darling, in the Des Moines (Ia.) Register

from French association. Now in September at the Rapidan it was clear to French eyes, at least, that having divorced France, Britain was seeking an American substitute.

Lloyd George had foreseen this French repercussion, and in advance warned MacDonald to go to Washington via Paris, but MacDonald would have none of this advice. Meanwhile France was becoming clearly restive. Moreover, before December was out there came from Paris a clear warning. Tardieu in an official note to London set forth the French view. France would modify its building program only as she received specific military guarantees for her security which would be equal in value to the warships she was constructing.

The warning admitted of no misinterpretation. My readers here may recall that I set forth the meaning of this document at the time. London and Washington were put on notice that they must either abandon hope of any effective agreement on the basis of the Rapidan figures with French assent, or come forward at the conference with such proposals for guarantee as would meet French requirements.

But London and Washington did nothing. In our own capital, in Administration circles, the view was expressed that the French were bluffing. They would not dare to stand out against world opinion as represented by Britain and the United States.

By FRANK H. SIMONDS

Representative of the Review of Reviews
at the London Conference

In this mood the American delegation departed, having been adjured by the President at his farewell breakfast to bring back reduction—which had been made impossible by the British demands voiced by the Rapidan. On the *George Washington*, crossing the ocean, it was clear to all who talked with our delegation that, apart from Dwight Morrow, no American delegate took the French matter seriously or dreamed that it could fatally block proceedings.

For two weeks afterwards this optimism prevailed, and then one day Tardieu laid the French figures on the table. There was nothing new about the figures. They were no more than a statement of the French naval program which for weeks had been cited in all the despatches coming from Paris to the American press. But these figures instantly compelled the British Foreign Office to give notice that, if they endured, the Hoover-MacDonald agreement was off and parity would have to be made at a far higher level.

In presenting these figures Tardieu had once more repeated the familiar French thesis that the program was not immutable, but that it would be modified only in return for political engagements primarily British but involving American commitments. Having gone so far Tardieu returned to France, his ministry fell, and for three weeks the Conference was paralyzed awaiting French return. But when the French came back to London, with Tardieu again in power, they were of the same mind, indeed events in France had stiffened official opinion.

If Stimson had imagined that world opinion would swing the French into line, the French press promptly showed that French opinion was solidly back of the governmental position. In fact Tardieu, willy nilly, was now the captive of a public opinion and a political majority firmly set against any concession save in return for definite guarantees.

Early in the conference Stimson invited certain newspaper correspondents to luncheon, and informed them that he had always believed in implementing the Kellogg Pact by providing some means for consultation in a crisis. This belief, he added, had come from experience with Russia over the Chinese Eastern Railway. The President, he intimated, shared his view.

Thus for a few days, while the French were away, there was a flood of despatches from American correspondents foreshadowing a consultative pact—that is, a concession to French desire. But no sooner had the French returned than Stimson called American corre-

spondents, this time to a tea party, and announced that in the existing circumstances no pact was possible, since it might constitute a moral obligation to render military aid to France, if the French in return for it, reduced their fleet only to get in trouble later.

Hard on the Stimson dictum came a British declaration that the Labor government would undertake no new military obligations. If the United States had been prepared to come to Europe to consult in emergency, Britain might have agreed to support France in

the Mediterranean, calculating that if we came to consult we could hardly go away and insist upon exercising our neutral rights to trade with an aggressor. But, if we were out, Britain was out.

Learning of the Anglo-American declarations Briand announced his purpose to go home. The conference seemed about to break up. And, although rupture was avoided, Briand did presently go home; and in the last days of March Grandi demanded adjournment, pointing out that the deadlock was now absolute.

Cross Purposes

THEN SUDDENLY came an amazing incident. On the same day Mr. Hoover in Washington, talking with representatives of Peace Societies, declared categorically that a consultative pact was out of the question, and Secretary Stimson in London announced that the American delegation had reversed its position, being now ready to consider a pact with an open mind.

What was the explanation of this conflict? Simple enough in itself. Stimson had discovered that no five-power pact was possible without political undertakings on the part of the British and Americans. But the President, mindful of the Senate, still clung to the belief that the political detail was unimportant.

The Stimson utterance, it will be recalled, provoked a Senate blast. Borah and many other prominent members spoke openly against any pact. Instantly it was clear to all objective and informed observers that no treaty with such a consultative clause had the remotest chance of ratification by the Senate in Washington. But it was just as plain to the American delegation in London that no five-power treaty could be written without the clause.

Had public opinion been prepared for the inevitable, had the Administration made clear before the Conference that the French stand insured that the American delegation would have to choose between limitation at relatively high figures and no limitation, save on a sliding scale and at much higher figures, it is possible that the Senate might have found itself isolated and the President backed by public opinion.

But, after the Rapidan, official spokesmen had announced that London would bring reduction and no political entanglements, that the French claims were at once absurd and not seriously advanced. Now reduction was demonstrably impossible. The long and disappointing course of the conference had alienated public interest and even confidence. Newspaper editors clamored for the President to defy the Senate and come out squarely for a pact, but the President knew that opinion in the Senate had crystallized and public opinion had become divided.

What had happened at London, then, was no more than a repetition of what occurred at Paris eleven years before. Mr. Wilson had gone to the Peace Conference convinced that the moral principles which he carried were in themselves the panacea of peace, that the public opinion of the world would support him and sweep away all the opposition of old fashioned diplomacy and untamed militarism.

But once there he had encountered Lloyd George, Clemenceau, and Orlando, representing the public opinions of their respective countries. They were resolved, even condemned, to get material guarantees for their future security, and material rewards for their past sacrifices. Little by little Wilson had been forced into all sorts of compromises, and in the end into agreements which pledged the blood and treasure of the United States to maintain European frontiers and guarantee the integrity of France. He had been compelled to choose between utter defeat for his moral principles and that long series of compromises and concessions which ultimately ruined the Treaty of Versailles in America.

Mr. Stimson came to the Wilson crossroads. He was forced to choose between failure of the conference and adoption of the French view to the extent of a consultative pact. And like Wilson in the matter of the Tripartite Treaty guaranteeing French security, Stimson chose the European solution. His alternative was always immediate and complete failure.

But what real value could this proffer now have, when behind the American delegation was heard the strident voice of that Senate which had demolished the Wilsonian treaty? What sacrifices in tonnage would France be likely to consent to now, recalling as she did that having renounced permanent occupation of the left bank of the Rhine in return for Anglo-American military guarantees, her reward was to lose both the guarantees and the right to hold the Rhineland?

Hoover and Stimson had started where Wilson started, with the idea that there was a potency in American ideas which would sweep Europe away from its traditional conceptions, persuade it to renounce its ideas of military guarantees, and adopt the American idea of moral assurances. But Stimson like Wilson found Europe stiffly insisting that it would reduce its own armament only as it was assured of the protection of British and American arms, or at the least of American coöperation. The French would reduce their naval strength to accommodate Anglo-American desires, if in emergency it could count on British ships and American recognition of the legality of the means employed by the British to further French security.

There in a nutshell was the basic trouble with the London Naval Conference. Before it met, the French said squarely, "Give us a guarantee and we will reduce our program. Failing that we shall fulfil it." But the British and the Americans from first to last were on the one hand resolved against guarantees, and on the

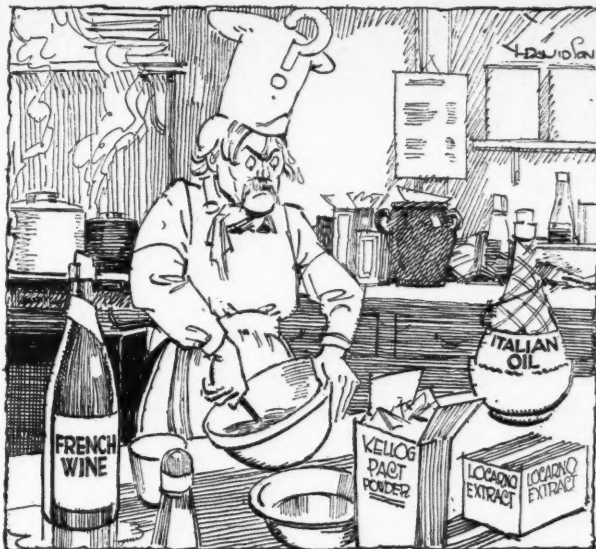
other determined to get a reduction of French figures. Always the discussion revolved about these points.

Nothing was more absurd than the fashion in which this discussion was carried on. The British and Americans were always seeking formulæ which would give the French the semblance of security without the reality, the French were always demanding the reality and rejecting the semblance. Hoover was afraid of his Senate, MacDonald of his Cabinet and Parliament. Tardieu and Briand on the other hand were always aware of a Chamber which would

throw both out if they surrendered a ton without a commensurate increase in Anglo-French guarantees.

As day after day and week after week the conversation went on nothing changed. Recurrent waves of optimism and pessimism marked the progress, but always after each crisis the situation remained unchanged and it remains unchanged at the hour I am writing this article. What was the fact in December even when Hoover and MacDonald sat beside the Rapidan, is the fact now. Two irreconcilable principles are in shock, two sets of statesmen bound by these principles are trying to agree, but fail inevitably.

Moreover, if Anglo-American and French conceptions were opposed on the one hand, French and Italian were equally opposed on the other. Italy was resolved upon parity with France, France determined not to admit this parity. That was the situation when the conference assembled. It was known even in advance of the first meeting. But neither American nor



From the Glasgow (Scotland) Evening Times

BRITISH OPINION FIXES RESPONSIBILITY

The Conference Cook: "Confound it! This French wine and Italian oil won't mix."

British diplomacy—and British was most engaged since it was an English Conference—had undertaken in advance to solve this problem, although solution alone could bring a five-power treaty.

But it has been urged in Washington that the business of the conference was to resolve these difficulties. On the contrary, the fact that no accommodation was achieved before the conference met made agreement almost unthinkable. Each delegation came committed absolutely to a national thesis which had been established in the national mind. The dele-

gations were the captives of the home state of mind. Once the clash had become patent, surrender by any delegation became a national humiliation.

Would preliminary political preparation have been able to insure agreement? It is difficult to say. What is plain is that if the necessary political preparation had disclosed the existing situation to be unfavorable, wise statesmanship would have postponed the conference. There was no condition which made delay dangerous. On the contrary the state of mind in Europe when the conference began was tranquil, but by April the disturbance was well nigh universal.

Indeed before I left London not a few trained observers in and out of public life were saying quite frankly that the London Conference had been the most disastrous episode since the ill-fated Genoa meeting in 1922, which was the prelude to the occupation of the Ruhr and by common consent resulted in the postponement of European reconstruction by several years.

The Three Power Pact

BUT IF a five-power pact is as yet unattained, what of a three? Is it not a fact that while the larger treaty remained unachieved, the smaller has been finally pushed to the point of completion?

Nevertheless the problem of a three-power pact is not so simple as it may seem. The very protraction of the negotiations for the five power treaty disclose the doubts in all minds as to the value of a three. On my own certain knowledge I can testify that a very large portion of British opinion, including the Foreign Office and the Admiralty, oppose it. Nor have I found a single well-informed Senator or journalist in Washington who believes that such a treaty can pass the Senate.

Why? Because in the first place such a treaty can only be conditional. The French naval program re-

mains, the British determination to retain the two-power standard in Europe continues. But this means that long before a treaty lasting until 1936 expires, the British will have to expand their tonnage above the Rapidan figures. And to be able to do this they must insert in the treaty a clause which leaves them free, on notice, to do this.

Here is a new disappointment for those who advocate reduction, an obvious denial of the hope of limitation in any real sense. Even parity is to be of the moving platform variety. For the United States, to retain parity, will have to match new British building with further construction, which on present prospects will amount to not less than 85,000 tons before 1936.

The size of the American naval establishment, the extent of American naval appropriations, becomes con-

ditional upon the state of Anglo-French and Franco-Italian relations. But will not France, seeing in this apparent combination of Anglo-Saxon powers, this alliance—for so the French will interpret it—accelerate their own building program? Such at least was the fear in London when I left.

And for Britain, will not a three-power pact insure a new quarrel with France, breaking out at Geneva where France will marshal her allies when the next Assembly meets? Will it not precipitate financial difficulties—and France today has on call in London credits in excess of the gold reserve of the Bank of England? That again was a source of apprehension.

A small price to pay for a settlement of the American quarrel, it is argued. But will it solve that quarrel? What, for example, will be the sentiment in the United States when, one or two years hence, the British give notice that they must, in view of French building, seek relief from the Three-Power Pact provisions and start building 35,000 tons of new cruisers and 50,000 tons of destroyers—which is the increase already foreshadowed?

What will Congress say when it is asked to match this enormous increase? Certainly no one can deny the justice of the British claim. Yet not a few of my British friends were terribly nervous lest such an emergency provoke all the old familiar recriminations. American public opinion, having again concluded, as after the Washington Conference, that the parity issue was settled, would obviously be astounded and perhaps angered to discover that nothing was settled and construction had to be resumed upon a new and far more considerable scale.

Naval Statistics

AS A CONSEQUENCE of the publication of the details of the American-Japanese Agreement on naval tonnage it is now possible to set forth in their final form the figures of the proposed strength of the American fleet as fixed by any treaty which will be made at London. Apart from the rather vague forecast of Mr. Stimson early in the Conference that the Anglo-American totals would amount to 1,200,000 in round numbers, no statistics had been supplied.

On the other hand it will be recalled that more than a month ago Stimson in response to a petition of 1200 prominent citizens announced that the prospective results already foreshadowed a reduction of upwards of 200,000 tons from present levels. This forecast, which was promptly disproved by reference to actual conditions, is now definitely destroyed by the Japanese arrangement.

On the present prospects the 1930 and 1936 tonnage of the American fleet will be practically identical. But mere consideration of totals is not illuminating. In point of fact under the proposed arrangement we shall proceed to scrap 170,000 tons of obsolete or obsolescent capital ships, destroyers, and submarines, and to replace them with an equal tonnage of modern cruisers—five of the 10,000-ton eight-inch-gun variety and eight of the 9500-ton six-inch type—together with 45,000 tons of airplane carriers.

IN ANY EVENT here is the Washington situation as I found it on my return. The Progressives headed by Senator Borah would have opposed any five-power treaty which had a consultative clause, or carried with it the high figures now known. The same group will oppose any three-power treaty because, with the moving platform clause, it will insure still further naval expansion.

The champions of a big navy, headed by Senator Hale, will oppose either a five or three-power treaty because in either will be embodied the American surrender on all the issues of Geneva, and primarily on the question of the eight-inch-gun craft. At the Swiss city our delegates held out for the 10,000-ton ship with the eight-inch gun as alone suitable to our purpose. At London our delegates have abandoned this position and accepted the British thesis of the six-inch-gun craft of smaller tonnage.

Again, the Pacific Coast Senators headed by Hiram Johnson are now preparing to fight the treaty because of its concessions to the Japanese, who have raised their 60 per cent. ratio of Washington to something more than 70 per cent. for the life of the present treaty, and who have reserved the right to hold this advantage in big cruisers after 1936.

Finally the Democrats are now, at last, awakening to the advantage politically for them of following the example of the Republicans with the Treaty of Versailles. The long delays, the contradictions and the confusions, have given them the chance to assail the treaty, any treaty which may come as a failure, as no more than face-saving device; and their campaign is already taking form.

In detail this scrapping will remove three capital ships which in any event would disappear before 1936, and 77,000 tons of destroyers which are old and of little value in our fleet, since they were originally constructed hurriedly to meet the German submarine arm during the War. Some 22,000 tons of obsolete submarines complete the list. And all this scrapping would have been done treaty or no treaty.

The following table shows the present and 1936 status of our fleet based on the one hand on official naval statistics, and on the other upon the treaty agreement:

	1930	1936
Capital ships	533,000	462,000
Aircraft carriers	90,000	135,000
Cruisers	200,000	325,000
Destroyers	227,000	150,000
Submarines	74,000	52,000
	<hr/> 1,124,000	<hr/> 1,124,000

Stripped of all technical details, what this means is that the United States is going to eliminate the dead wood from its fleet and replace it with ships which are today regarded as best suited to naval needs. There is going to be no real reduction of any sort. The single limitation is in capital ships. But since Great Britain, France, Italy, and Japan have already decided

against further construction of these craft, it is beyond question that, whether there had been a London Conference or not, we should not have undertaken to construct the two capital ships which under the Washington Treaty might be built to replace the three which will become obsolete in the next three years.

Thus the real truth is this: Whereas before the conference we were undertaking to construct 10,000-ton cruisers carrying eight-inch guns up to a total of twenty-three and these, together with the 10 *Omahas* of 7000 tons each, would have given us a cruiser tonnage of 300,000, now we shall build to eighteen, eight-inch 10,000-boats, eight six-inch 9500-ton boats, and retain the ten six-inch, 7000-ton *Omahas*. This represents an increase of some 25,000 tons over the program of the pre-conference time. But there is certain to be a sharp fight in the Senate over this program.

One more observation imposes.

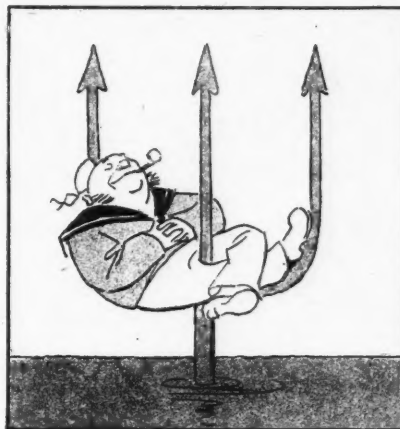
If not a five-power but a three-power pact results at London, it will be necessary to envisage an eventual increase of not less than 35,000 tons of cruisers and 50,000 tons of destroyers to the American totals before 1936, to match a similar British increase provoked by the French program. And it is realization of this fact, fatal to the Rapidan figures and fatal to any prospect of ratification by the Senate, which explains the desperate fight waged to insure a five-power treaty.

SO MUCH that is misleading, much of it official, has been put out during the conference about reduction, limitation, and parity that it is necessary to hark back to the fundamental facts. For the eight years following the Washington Conference, while other countries kept their navies up, Congress refused appropriations. To get parity now we must build enormously. We ought not to hide this by presenting figures to show scrapping of old destroyers, obsolete submarines, and obsolescent battleships.

We are going to sink a lot of old stuff. We should have done that in any event. But we are going to build more tonnage than had been planned before the conference, and this is the price of parity. When we get through we shall not have a bigger fleet measured by tonnage, but we shall have a modern and well-rounded fleet instead of the present lop-sided affair. And this will cost in round figures not less than \$1,000,000,000. The point is not that this is the result of the London Conference. That is absurd. No real reduction was possible at London because we placed parity above reduction.

If by 1936 the "unthinkable" war should arrive, every one of the great naval powers would have ample reason for blessing the work of the London Conference in getting navies into shape. For in 1936 all the navies of the world will be incalculably fitter for conflict under modern tactical conditions.

Much is being made, and will be made, of the alleged great savings resulting from a holiday in battleships. But the simple truth is that Britain, Japan, France, and Italy having decided not to construct any more of these obsolete monsters, the American Congress would have followed suit. Conference or no conference



From Kladderadatsch (Berlin)

JOHN BULL NOW SHARES HIS TRIDENT



ference a holiday in capital ships was certain, for the naval experts are now largely of the opinion that the battleship is done, or at least wholly undecided as to the type which must be built to meet new conditions.

As to the American naval men, they were all glad of a holiday in capital ships because they desired to see the cruiser class expanded enormously, to the limits of parity with Britain. They were convinced such expansion was impossible if Congress were also to be asked for the vast appropriations to meet capital ship replacement. At London the statesmen did not impose upon the admirals a civilian view of naval armament. They simply accepted the naval point of view which may be summed up in the phrase: a holiday in hulks and a carnival in cruisers.

France, on her side, refused to lower her figures unless she received, in addition to the general assurances of the Kellogg Pact, specific military and naval pledges of support in time of danger. Britain and the United States, notwithstanding their insistence that the Kellogg Pact had made war less likely, disclosed reluctance to give France new pledges of physical assistance in a new war, which they asserted the Kellogg Pact made impossible. All the discussion at London was in the name of peace. But all the matters considered had to do with strength relative and absolute in another conflict.

After the Naval Conference is over all the nations which were represented will have not larger but better and stronger fleets than before. Success will be claimed because money has been apparently saved by scrapping battleships which have become obsolete, and tonnage totals will be kept down by the disposal of antique destroyers and submarines. But the fighting capacity of all fleets will have been set at far higher levels. That is the fact that no juggling of tonnage figures and no manipulation of naval appropriations can disguise.



THE RICHEST COUNTRY IN THE WORLD

Four and five deep on both sides of the street, hungry thousands wait in a New York Y. M. C. A. breadline. At left are white collar workers washing their own clothes in Salvation Army tubs, and on the opposite page are stable citizens glad of free bread and coffee. All this was in March.

IT TOOK some time after last fall's historic market crash to realize that the United States had been headed for a business slump even months before. Now there has been an unmistakably bad winter. But what of the future? Mr. Rukeyser, who has talked with President Hoover, Secretary Mellon, and leading bankers and business men, here offers you an accurate picture of the nation's business as it is in 1930.

Why Prosperity Will Return

By MERRYLE STANLEY RUKEYSER

Associate Professor in Journalism, School of Journalism, Columbia

FRANK A. VANDERLIP once remarked to me that from his viewpoint prosperity meant the full employment of labor at high, effective wages. A similar conception was in President Hoover's mind last November when he summoned the first men of trade, industry, and transportation to the White House for a series of conferences on business stabilization.

The Chief Executive forthwith made it plain that his purpose was not to bolster the stock market, which had just emerged from a drastic panic, but to stimulate the opportunities for the employment of labor.

Viewed in human terms, the ebb and flow of prosperity constitute more than the sordid concern of speculators and business men chasing profits. Trade recession, such as the country has experienced since last summer, means more than the deflation of stock prices, though that process was the most dramatic phase of the economic transition. The setback in business also meant the passing of the dividend on labor common—for several million persons who had the will, but not the opportunity, to remain gainfully employed.

Human distress—malnourished children, families disrupted and thwarted—constitutes a symptom of the recession phase of the business cycle. These curves of the rise and fall of good times, which statistical economists so glibly draw, take on a new significance when translated into human terms. Business today has become a gigantic social mechanism, which has dictatorial power over the hopes and achievements of the great multitudes of the American people. The ultimate sanctions for new tendencies in business, which has drifted increasingly under the sway of large units, will depend on the skill with which corporations organize themselves to stabilize conditions. The threats of Communists, which have so needlessly alarmed some



police commissioners, are significant only as a measure of dissatisfaction with existing conditions, which this outlawed party has undertaken to exploit.

Sensing the responsibility of modern leaders to keep the economic mechanism functioning efficiently, Mr. Hoover promptly sought the coöperation of captains of industry and heads of labor unions after the New York Stock Exchange gave the distress signal last autumn. The President acted in the belief that human wisdom, coöperatively articulated, could be staked against the blind, anarchic fear waves which were threatening to break down confidence, the cement out of which the structure of prosperity is built.

UNTIL THE PRESIDENT ACTED, there was a disposition to believe with an Oriental fatalism that the pattern of the business cycle had been fore-ordained and could be little influenced by the desires and purposes of men. Five months later it is possible to make a tentative estimate of the validity of the President's faith that the freedom of the will could play a part in shaping the economic destiny of the country. As a grand gesture, the President paraded the very flower of the executive personnel of American business on the White House grounds. The psychological effect on sentiment, especially in mercurial Wall Street which is the first to react to new developments, was instantaneous. Since that time, there has been no doubt that the setback was only a temporary

interruption of the long-term advance of the American people to higher economic standards. The normal annual growth factor in the United States is placed at more than $3\frac{1}{2}$ per cent. a year.

The White House conferences resulted in the formation of a new high command for American business known as the Business Survey Conference. It is headed by Julius H. Barnes, outstanding grain merchant, confidant of Mr. Hoover, and chairman of the Chamber of Commerce of the United States. Having felt for several months that no artificial stimulants were needed, the new mechanism has confined itself mainly to fact-finding.

What, if any, constructive results have flowed from Mr. Hoover's timely interference?

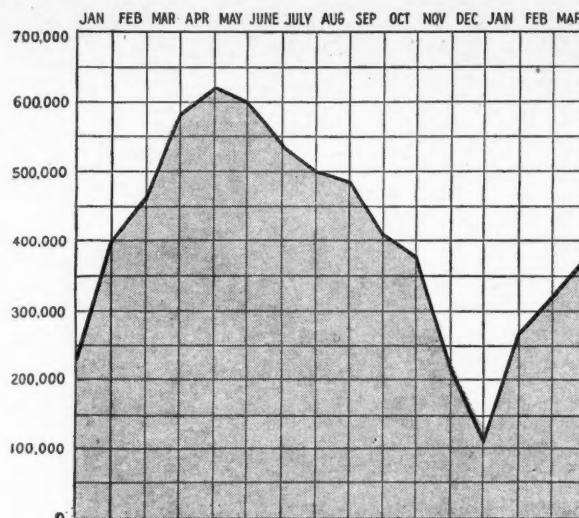
I have had an opportunity to learn at first hand the White House views on this question. President Hoover has been particularly pleased with the manner in which business executives and labor leaders have kept their pledges made at the White House conferences not to cut hourly rates of wages, on the one hand, or to seek wage increases during the emergency period, on the other. Accordingly, the economic transition has been facilitated by an industrial truce. The President also believes that the capacity business reported by railroad equipment and electrical equipment and machinery companies reflects the decision reached at the November interchanges of views between government and business. This was that permanent improvements be speeded up, rather than retarded, during the interlude of recession in the volume of dealings in consumer goods.

Since the first of the year public utility construction, including railroad, has reached a new peak. Other types of building have continued to recede. The President also points to the marked post-panic decline in interest rates under the leadership of the Federal Reserve System, which did what it could to still fears and to obviate hysterical runs on banks.

It has recently been disclosed that the Federal Reserve Board at Washington prevented the directors of the Federal Reserve Banks at New York and Boston from hanging out the red lanterns of warnings many months before the panic. There regional banks wanted to raise their rediscount rates as early as February and March respectively, but were restrained from doing so until August.

Irrespective of policies before the October-November stock market débâcle in Wall Street, the Federal Reserve has been mobilized into the ranks of the prosperity-restorers ever since, and has been whooping it up for a return to tempered venturesomeness. For example, in a recent address, Roy A. Young, governor of the Federal Reserve Board, said: "It seems to me that others should have more initiative and less hesitancy, and I feel justified in making that appeal to the American people, feeling confident that the experience of 1928 and 1929 will be fresh enough in our minds to preclude any immediate recurrence of such speculative hysteria as we had at that time."

Since the beginning of March, there has been evidence in rising brokers' loans that artificially low interest rates have been promoting a revival of speculation. The Stock Exchange reported an increase in



PEAK AND VALLEY IN AUTOMOBILE PRODUCTION

Our chart covers the full year 1929 and the first quarter of 1930, prepared from figures furnished by the Automobile Chamber of Commerce in New York City. In addition to a normal seasonal variation the graph shows the extraordinary high peak reached during April a year ago, when 622,000 cars were produced, and the equally extraordinary low output of 120,000 cars in December.

loans of \$488,713,987 in March, and in the one month the New York banks added enough to their collateral loans to offset the liquidation in January and February. Even after the March increase, brokers' loans were still \$3,893,081,640 below the record peak established last September before the panic. But the rise in loans indicates some impairment in the quality of buying, and thus will tend to make the stock market more vulnerable to intermediate setbacks than it was earlier in the cycle, when cash purchases of stocks were more common.

Federal tax reduction and appropriations for public buildings and road construction were definite results of the new voluntary cooperation between government and business. The President thinks too that the improved fact-finding facilities of the government, especially of the Department of Commerce and the Federal Reserve Board, have helped to speed up the process of recovery, enabling informed observers to know promptly precisely what conditions were.

BY MAY, the President has been hopeful that seasonal factors would alleviate the worst of the unemployment. With a turn in business in sight, the President has been anxious to stimulate individual home-building, which had slumped severely. Although conceding that there may have been overbuilding of speculative apartment houses in some districts, the Executive has been insistent that there is no overbuilding of small homes, which are basic instruments in raising the standard of living. And any careful analysis of existing obsolete homes, especially the tenements in urban centers, indicates that though there may be space enough there is still a flagrant inadequacy of decent homes embracing modern standards.

The foundations were removed from the earlier period of prosperity, which had been checked last summer, by the slump in the construction trades and in the automobile industry. The end of the building

boom was hastened by the rise in interest rates to abnormally high levels. The subsequent easing of interest rates thus removes one of the prime barriers to building activities, though of course lenders are still eager for assurance that there is an economic need for additional construction. Speculative building resulted in excesses, which culminated in abnormally heavy foreclosures and entailed huge losses for holders of weak second mortgages.

My own feeling is that the return of prosperity could be accelerated by the formation of a consortium of the great corporations which supply raw materials for buildings. This consortium could undertake to supply in an organized, efficient manner junior capital, which heretofore has come in a desultory and expensive way from unorganized buyers of second mortgages. If such corporations as the American Radiator & Standard Sanitary Corporation, General Electric Company, Westinghouse Electric & Manufacturing Company, the Johns-Manville Company, the Long-Bell Lumber Corporation, International Cement Corporation, United States Steel Corporation, Bethlehem Steel Corporation, Certain-teed Products, Congoleum Corporation, Anaconda Copper, and Sears, Roebuck & Company would supply common stock for such a financing company, it could raise large amounts of additional funds by selling its own debentures to the investment public.

The building of individual homes, which will be stimulated in the course of natural events by the decline in interest rates, will in any circumstances go a long way toward regenerating constructive economic forces. Such activities will redeem labor from the ranks of the unemployed, and through restoring purchasing power to disfranchised consumers will heighten the demand for all varieties of consumable goods.

So careful an observer of the business scene as Clarence M. Woolley, chairman of the American Radiator

& Standard Sanitary Corporation, who was an outstanding participant in the industrial conference at the White House in November, not only believes that there will be a legitimate demand for 979,000 new homes during 1930, but contends that the statistics of the building trades gave advance warning of the toppling of the Coolidge-Mellon-Hoover era of prosperity.

BY JUNE of last year, during the slump in the building trades, it began to become evident that the American people would not absorb automobiles at the rate that they had been produced in recent months. The increasing evidence of a sluggish demand was in part a reflex of the changing economic situation, resulting from abnormally high interest rates brought on by excessive speculation, and in part by a special situation within the industry.

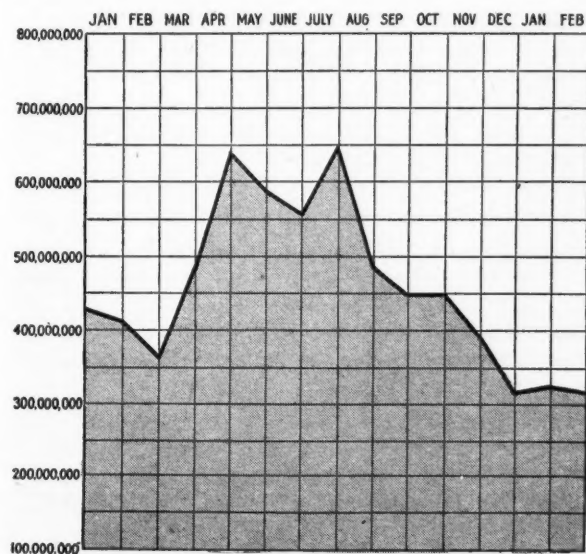
During the absence from production of the Ford Motor Company during part of 1927 and 1928, the rest of the industry expanded to take care of total consumer needs. Then gradually the Ford Motor Company, with its improved Model A, returned to full production, and it became apparent that the industry was overequipped. The inevitable result in the second half of last year was a drastic curtailment of production. Inasmuch as the automobile industry draws on virtually all others for supplies, the retrenchment gradually was felt in other lines. Around November 15, Detroit, the capital of motordom, reached the low point in the demand for labor.

The general volume of manufacturing in the United States, as measured by the Harvard Index, slumped from 18 per cent. above normal in June to 11 per cent. below in December. By the end of March the adjusted index of manufacturing had recovered to 98 per cent. of normal, nine points above the low figure attained in December and three points above the January figure. With the advent of spring, such barometer indices as pig iron, steel, wheat, flour and hog slaughterings had risen sharply, and automobiles, tobacco, and newsprint advanced slightly. Cattle slaughterings and cement output remained unchanged, and declines were again registered for cotton textiles, sugar, boots, and shoes.

The depressing effect of the October-November panic on business was reflected during November in the largest falling off in freight-car loadings in any November since the war. The decline in manufacturing in November was of record-breaking celerity. The contraction in foreign trade was sharp throughout the final quarter of the year. Retail sales in the weeks immediately following the panic held up far better than basic industry.

Unemployment statistics are unreliable—and will remain so until the present census has been completed—but the best indications are that unemployment was worse last winter than it had been since 1920-21.

The decline in commodity prices started in July, and was accelerated after the panic. Until December, both the volume of business activity and the price of commodities shrank rapidly. The decline in business was checked nearly three months earlier than the recession in commodity prices. This lag repeated the experience of 1904, 1908, 1911, and 1921-22. However,



BUILDING CONSTRUCTION SUFFERS A FALL

The chart covers the year 1929 and two months of 1930, prepared from figures compiled by F. W. Dodge Corporation. It represents the value of contracts awarded in thirty-seven states east of the Rocky Mountains. There are two stages to the decline, one preceding the stock-market collapse and the other following it.

in 1923 and 1924 and again in 1927, prices recovered before volume, but in these years Federal Reserve policy tended to upset the normal sequence.

Business generally suddenly found itself deprived of the extra stimulus which it had been receiving for years from the hitherto booming automotive and construction industries. Thus the equilibrium which kept consumption on an unprecedentedly high plateau was disturbed. With the economic organism interdependent, stresses and strains in one direction soon resulted in general disturbances.

Business began to recede gradually last summer. Only the more discerning observers sensed a significant shift. By Labor Day stock prices reached an unprecedented summit. Through September, well informed financiers, industrial executives with first-hand facts, and analytical investors made a prudent effort to convert stock holdings into cash. They found ready buyers among the amateur public, which continued to borrow funds to acquire stocks at inflated prices. That such transference of ownership was taking place from the strong to the weak was evidenced by the gradual decline in average stock prices while brokers' loans continued to rise to new peaks.

The steady, informed liquidation was quickened late in September when the Hatry scandal in London caused London banks to hasten to improve their liquid position by selling American stocks in which they had heavy commitments. At this time, when a complex of economic factors was already threatening to unbalance the market, avaricious Wall Street investment bankers turned out in September the unprecedented amount of a billion dollars in new securities, chiefly of the so-called investment-trust species. To the other troubles which had piled up through months of injudicious speculative activity was added indigestion of new security offerings.

AS THE DAYS ADVANCED into October, the consciousness dawned on the public that the propensity to rise indefinitely had actually been declining for weeks. Stocks with qualities that make for price recession were unwanted, especially during that period when carrying charges were at least three times the income return on representative stocks.

The unwarranted booming of individual stocks was the consequence of mass psychology: the multitudinous simultaneous bidding for the same favored issues. The panic was merely the reverse side of the same mass psychology: the collective impulse simultaneously to get out of the market. On Black Thursday, October 24, and on Sour Tuesday, October 29, it seemed that the whole populace had been seized by an unreasoning desire to sell stocks. Efforts at support proved only temporarily helpful, and after momentary checks the flood of liquidation again broke out and bottom was not reached until November 13. The immediate cause of the final turn was the announcement of a bid for a million shares of Standard Oil of New Jersey at 50.

During the panic period last fall, the amateur investing public was driven to heightened frenzy by the avalanche of reassuring statements from business executives who joined a mighty chorus to tell the

world that conditions were basically sound. Such propaganda proved a boomerang. It tended to advertise the distress. A somewhat cynical public, which had been disillusioned by the melting away of margins in Wall Street, reasoned that if a woman were virtuous she would not shout the fact from housetops.

An onlooker wonders whether men of influence and power will ever regard their fellow citizens as sufficiently adult to hear the truth. The fact was that around the time of the panic there were increasing indications that business was in the early stages of recession after a boom period. Nothing in the actual business situation justified indiscriminating throwing overboard of securities, but the decline must be examined in the light of the previous equally indiscriminating advance.

By April, 1930, representative leaders had recovered nearly half their panic losses, and average prices were as high as they had been at the beginning of spring a year ago. So careful an observer as the veteran T. B. Macaulay, president of the Sun Life Assurance Society, of Canada, the largest single investor in American common stocks, recently told me that in his opinion the type of high-grade common stock held in the portfolio of his company will have recovered 60 to 70 per cent. of the panic losses by the end of 1930, and will have attained the pre-panic peak by the end of 1931 probably, surely by 1932.

Mr. Macaulay added that, though such stocks were too high at peak prices last year, they would be worth such valuations by the end of next year, as a result of the policy of well-managed corporations of plowing back a large share of earnings each year.

Apart from minor fluctuations, the stock market has been signaling substantial trade recovery during the second half of the year. A return to venturesomeness in speculation has preceded that in business by months. The stock market has been creeping upward during the first quarter. An immediate cause of the new orientation toward stocks has been the radical change in monetary conditions.

Though before the panic high brokerage carrying charges made losses inevitable to all except those who held stocks which rapidly advanced, it is now feasible to buy stocks on margin which stand still in price, and make a profit out of the excess of the dividend return over the carrying charge. In Wall Street parlance, stocks again pay their board.

Though the number of stock tickers and of human participants in the great whirlpool of speculation have been increased, human nature is still the same in Wall Street. Wall Street on a large scale has just reenacted the perennial drama, once described by Otto H. Kahn, banker and Maecenas of the theater, who quoted the following as the formula by which a friend waxed wealthy:

"It's easy enough. The simplest thing in the world. I merely did what the people wanted me to do. When they came excitedly clamoring and frantically bidding for stocks which *I* held, I accommodated them by letting them have my holdings. When they came excitedly clamoring and frantically offering for sale stock which *they* held, I accommodated them by purchasing some of their holdings."

According to the time-honored Dow Theory of Speculation, the rise of the railroad, industrial, and public-utility stock averages foretells a return to prosperity in the not-far-distant future. As read by its most authoritative interpreter, the Dow averages tempt the editor of the *Wall Street Journal* to make this comment:

"Movement of stock prices since the first of the year has been of decidedly cheerful augury. With some reservations concerning the direct effect of declining interest rates on security prices, it may be inferred to point toward trade revival in substantial proportions some months hence. Allowance must always be made for the chapter of accidents, which this year might well include the crops and the hazardous Farm Board experiments."

Apart from wishful observations, what is the process of business recovery?

First, a first-hand survey among representative manufacturers and contractors in the building trades indicates that there has been since the recession an increase in operating efficiency, resulting in decreases in cost of production. Although hourly wage-rates have been maintained, labor costs have declined as a result of increased eagerness to work efficiently during the period of widespread unemployment. Moreover, the setback was a challenge to manufacturers to improve their operating efficiency, getting rid of waste motion and unproductive operations.

Secondly, timidity has characterized the operations of retail and wholesale merchants, and there has doubtless been some tendency toward reduction of inventories. However, at the beginning of the recession, such inventories were not excessive, because of the new tendency toward hand-to-mouth buying, which is rendered feasible by swift freight deliveries by the efficient railroads. The widespread use of the instalment plan, however, did increase the inventory of commodities in the hands of consumers; and decreased buying by consumers during the last six months, as measured by published figures of retail and mail-order sales, indicates a gradual working off of such inventories, and hence a gradual accumulation of demand for ships, and shoes, and sealing wax.

Thirdly, there has been some liquidation of business debts, though in this respect business was not in an unhealthy condition at the beginning of the recession. The widespread period of unemployment has challenged the soundness of the increased use of the instalment plan. Thus far, indications are that the new and wider use of this form of consumer financing has demonstrated its soundness. Henry Ittelson, president of the Commercial Investment Trust Corporation, pioneer finance company and the largest in the field, told me: "Judging from present indications, I have no doubt that when the period of business recession is ended, the test will have proved highly satisfactory and that instalment selling will have proved itself beyond further question basically sound."

Fourthly, there has been a world-wide decline in interest rates. This has relieved foreign and domestic trade on the restraining influence of dear money. At home, rates have declined to a level which in the past has invariably been the forerunner of substantial trade

recovery. This decline has gradually percolated into all phases of the money market, and will tend to increase the availability of mortgage money for sound construction purposes.

Accordingly George I. Cochran, president of the Pacific Mutual Life Insurance Company, of Los Angeles, informed me: "I think there is a reasonable basis for an increase in the building trade during the year. It ought to reach normal." Asked for his opinion, Victor A. Lersner, president of the Bowery Savings Bank, New York, said: "It would appear that building will have some advance within the reasonably near future, due to the belief that in most sections of the metropolitan area demand and supply have very closely crossed each other."

NICHOLAS ROBERTS, president of S. W. Strauss & Co., whose mortgage-lending is nationwide, said: "We feel there is a sound economic basis for a revival in construction this year. Chief among the reasons for this is the fact that building operations have been on the decline since the peak year of 1925, and surpluses which had been created for certain types of structures in certain localities are steadily being absorbed. With the added stimulus of cheap money which should enable at the least the major part of the public-works and public-utility program reported to President Hoover to be carried through, and with underlying conditions in business remaining fundamentally healthy, we believe the outlook is favorable. Including all types of building and construction, we would not be surprised if 1930 ends up ahead of 1929."

Fearing overbuilding in some sections, the great institutional money-lenders are scrutinizing demands for new loans with unusual caution.

Fifthly, the demand for bonds on the part of investors has risen sharply since the turn of the year, laying the basis for financing important developmental and constructional work.

Sixthly, with prospects for the tariff bill getting out of the way, an important political influence which has been retarding business will be removed.

Seventhly, business is not only free from open hostility at Washington, but is receiving the active coöperation of the Administration in the joint adventure to restore prosperity. President Hoover has instructed Secretary of Commerce Lamont to facilitate all activities looking forward to trade promotion.

Eighthly, the general commodity price level, after a precipitous world-wide decline, has recently given evidence of stabilization. The decline of interest rates and the signs of trade betterment point to an end of the deflation, which has been tending to cut down the purchasing power of agrarians and thus threatening foreign and domestic trade.

Ninthly, automobile production, though 38 per cent. below the figure for the corresponding months of last year, has been attuned to demand, and the hazard of overproduction has been removed. Recent reports indicate an improvement in consumer demand.

Tenthly, seasonal factors, such as spring housecleaning and painting, planting of crops, and new construction, will alleviate unemployment, and thus improve the purchasing power for consumable goods.

Must Uncle Sam Build



GAILLARD CUT

What it means to dig an isthian canal is seen from this picture of the Panama Canal. The proposed Nicaragua Canal, however, would follow a river a large part of the way.

SHIP TRAFFIC now passing through the Panama Canal represents about one-half of the average daily capacity of the canal; and unless the canal is enlarged or another route opened within ten years, we may have a serious traffic blockade. But preliminary surveys, estimates to Congress, authority from that body to proceed, and actual construction will require at least ten years. Therefore it is time to consider whether we shall enlarge the present canal, or build an entirely new one.

The capacity of the Panama Canal can be materially increased by additional storage reservoir facilities, lock chambers, and enlargement of portions of the channel between locks. It is also possible to change the present canal from a lock canal to a sea-level canal. Against the cost and practicability of such changes is to be weighed the feasibility of another canal across the Isthmus of Central America.

Nature and the Republic of Nicaragua have made

possible such a route. The idea is not new. A canal from ocean to ocean across Nicaragua has been surveyed many times, and has been the subject of much political argument and diplomatic maneuvering during the past eighty years. Now once again the subject of a possible Nicaragua canal has come up.

The chief advantage of the Nicaragua route is that it would provide for interoceanic shipping between ports to the north—as between New York and San Francisco—a route one thousand miles shorter than by the way of the Panama Canal. Consequently it would save millions of dollars in time and fuel. Another advantage is the natural waterway across Nicaragua. This runs up the San Juan River from Greytown, the Atlantic port, to Lake Nicaragua, then across that lake and over the Continental Divide by way of the Las Lajas and Rio Grande valleys to Brito, a Pacific port. A natural waterway like this tends to reduce excavation costs.

a Nicaragua Canal?

By WILLIAM KILMER

Captain, Corps of Engineers, U. S. Army



A Cartoon of 1898

- IF THE EXPERTS are right, the traffic problem is moving to Panama. Within ten years the Panama Canal—only sixteen years old—will be outgrown. Either a larger canal or a new one must be built, and now is the time to begin.

It is difficult for the layman to understand why the Panama Canal—that great ditch connecting the two oceans and costing nearly half a billion dollars—could ever approach its traffic capacity. The reason is that it is not a sea-level canal. It is a lock canal and the locks, due to their limitations in size and the time required to operate them, confine the volume of traffic to their capacity.

Before the canal was built this question of whether it should be a sea-level or lock canal was a subject of heated and lengthy debate. It was estimated that a sea-level canal could be constructed in fifteen years for about \$300,000,000, and a lock canal in ten to twelve years for about \$200,000,000. The lock canal was selected, probably because of the shorter period of construction.

The present Panama Canal uses six pairs of locks. They pick up a vessel coming from either ocean and raise it to the level of the highest point of the canal—Gatun Lake, about eighty-five feet above either ocean—then lower the ship to the ocean opposite. These locks are filled from the water of Gatun Lake. Vessels are lowered by emptying the locks. Water released thus flows into the ocean—a loss to the canal.

The locks are arranged in three steps on each side of Gatun Lake. Each step consists of one pair of locks, side by side. For the total lift of eighty-five feet the three steps are placed in one structure at Gatun, on the Atlantic or Caribbean side. On the Pacific or Panama Bay side two steps are at Miraflores, and one at Pedro Miguel.

The average time required to pass a ship through the Gatun Locks is from forty-five to fifty-five minutes. For a tandem lockage (two vessels) it is from fifty-five to sixty minutes. If vessels presented themselves for lockage at a uniform rate, the Gatun Locks could average forty-eight lockages in twenty-four hours. But ships do not and never will approach the locks at a uniform rate. In order to avoid serious delays, therefore, a reserve must be calculated to care for peak days of traffic. One-third of the maximum of forty-eight possible lockages at the Gatun Locks has been taken as this peak day reserve. This leaves thirty-two lockages for a true daily capacity. From this must be deducted the time which is required to repair damages, and the periodical overhaul of the locks.



Ewing Galloway

ON THE SAN JUAN RIVER, NICARAGUA, WHICH THE PROPOSED CANAL WOULD FOLLOW

Past performances of traffic through the canal render it difficult to estimate the time required to reach this true capacity average. It is enough to know there has been a consistent, though not uniform increase.

For 1928 total traffic was more than five times greater than 1915, the first complete year of operation.

That the Panama Canal has been a great financial success cannot be disputed. The actual construction cost was about \$366,650,000. The French Canal Company purchase amounted to \$40,000,000 and the Republic of Panama purchase agreement \$10,000,000, making a total gross cost of \$416,650,000. The canal, with the exception of the years 1916 and 1917, has operated at a handsome margin of profit. For 1928 the gross tolls and transit revenues amounted to \$27,176,045.68. The expenses of operation and maintenance were \$8,971,200.82, net profit \$18,204,844.86.

Good as it is, the present canal is no permanent

water highway between the Atlantic and Pacific. Recognizing this, Congress has set forth in a businesslike manner to prepare for the future. By a joint resolution approved March 2, 1929, it authorized the President to investigate fully the cost and practicability both of adding to the locks and other facilities of the Panama Canal, and of digging a new canal on any other route. It also authorized specific inquiry into the possibilities in Nicaragua. A special battalion of Army engineers is now on the ground making the necessary surveys.

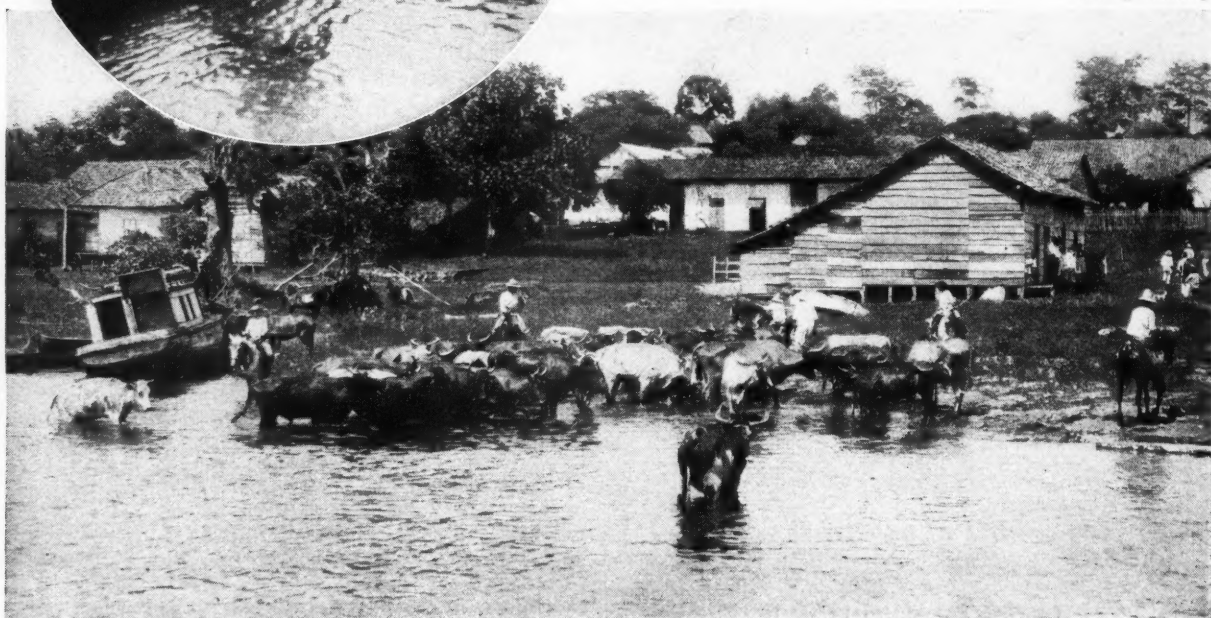
THE FIRST PROPOSAL for a ship canal across the Isthmus of Central America was made by a Portuguese, Antonio Galvao, in 1550. He proposed four routes, one of which was by way of Lake Nicaragua and the San Juan River, and another across at Panama.

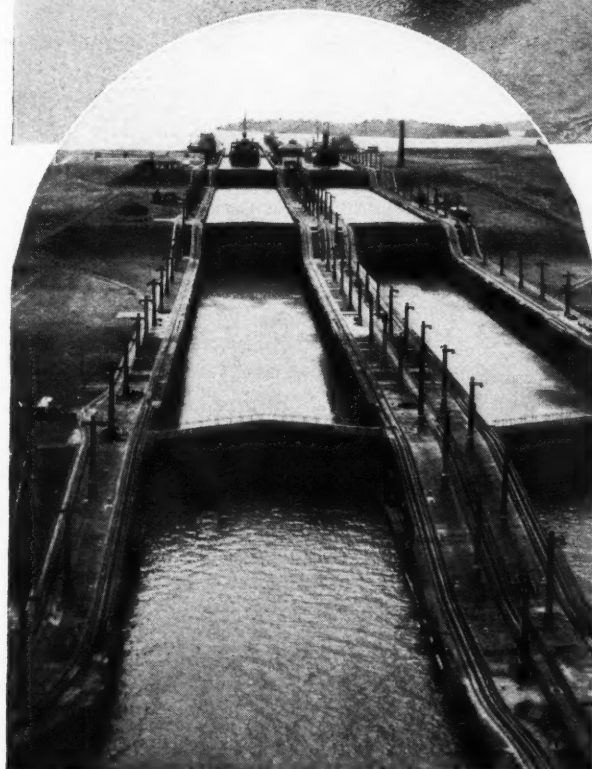
The first American to survey a route was Orville Whitmore Childs, a New York state civil engineer who had built the Champlain and Oswego canals. At that time he was the leading authority on canal construction and river regulation. During 1850-1851 Childs made the Nicaraguan Canal survey for the Atlantic and Pacific Ship Canal Company of which Cornelius Vanderbilt was the principal promoter. The route selected by Childs began at the harbor at Greytown, and by excavation followed the north bank of the San Juan River to its confluence with the Sorapiqui, whence it followed the channel of the former by means of slackwater for the remaining ninety miles to Lake Nicaragua. For the entire distance—Greytown to San Carlos—Childs specified fourteen locks and six dams, each lock to have a lift of eight feet. For the western division—Lake Nicaragua to Brito—Childs followed up the valley of the Las Lajos and down the valley of the Rio Grande. For that division he again specified

ARMY ENGINEERS SURVEYING THE NICARAGUAN ROUTE

The American soldiers at left are finding out the carrying capacity of the San Juan River. Below is a hacienda or ranch on the shore of Lake Nicaragua, the main reservoir of the proposed canal.

Ewing Galloway





LOOKING WEST ON GATUN LAKE, IN THE PANAMA CANAL
The lake reservoirs hold the water supply which makes it possible to take large ships from ocean to ocean over the Continental Divide. At left are the Gatun Locks.

fourteen locks of eight-foot lift each, and one dam.

The Childs survey was the first definitely to point out the lowest place in the Great Pacific Coast divide reaching from Alaska to Cape Horn. The point Childs found is a few miles north of La Vigen and is 153 feet above the level of the sea. This survey accurately blazed the trail from ocean to ocean. The small variations of subsequent proposals from the Childs route prove the accuracy and feasibility of the work of this pioneer engineer.

During 1872 Captain Lull of the United States Navy made a survey of the Nicaragua route. He was followed in 1884 by Chief Engineer Menocal assisted by Robert E. Peary of North Pole fame, both of the United States Navy. In the portion of the canal east from Lake Nicaragua to the Caribbean Sea the route selected by Menocal and Peary varied considerably from that chosen by Childs and Lull. Menocal and

Peary did not utilize the San Juan River to the extent of their predecessors.

During this period of surveying activities, treaties, politics and engineering differences shrouded the subject with much confusion.

From 1876 to 1901 four separate interoceanic canal commissions were appointed. The route recommended by the last of them, the Isthmian Canal Commission of 1901, was substantially the old Childs route from Lake Nicaragua west to the Pacific, and the Nicaragua Canal Commission route (1897-1899) from Lake Nicaragua east to the Atlantic.

Not only engineers but diplomats are necessary to build canals. Hence we find three treaties concerning Isthmian canals: the Clayton Bulwer Treaty of 1850, Hay-Pauncefote Treaty of 1901, and the Bryan-Chomorro Treaty of 1913. The second replaced the first—both are between the United States and Great Britain—and provides for keeping the proposed canal open to all nations. The third gave the United States, in return for a payment of \$3,000,000 to Nicaragua, the right to build a canal through that country, and to establish a naval base on the Gulf of Fonseca.

THE LAST SURVEY of the Nicaragua Canal is antiquated. For during the past two decades the science of engineering has made great progress. This has been particularly noticeable in dealing with the larger problems such as tunnels, dams, sea-level and lock canals. Study of sanitation throughout the proposed canal zone was entirely omitted from earlier reports, though measures for protecting the health of workmen were subsequently a major problem in building the Panama Canal. The vast tropical swamps and jungles of Eastern Nicaragua present a sanitation problem much greater than that encountered at Panama.

Nicaragua is an undeveloped country. Highways and railroads even in the most populated sections are rudimentary. The population is about 700,000, of which 17 per cent. are white, 10 per cent. Negroes, and 3 per cent. Indians of Aztec extraction. The rest is about divided between "Ladinos," Indians crossed with whites, and "Zambos," Indians crossed with Negroes.

The eastern portion from the coastal plain of the Atlantic far back into the hinterland is low and swampy. Dense tropical jungles of a prodigious and apparently primeval growth cover a large portion of the area. The ground is swampy. There are many small streams. Consequently the terrain is such that routes of communication are few and treacherous.

The Pacific Coast is drier. It is rocky, bald, and sparsely covered with vegetation. The coast line is free from islands and reefs, but indented by several safe and commodious harbors. Brito is an open ocean roadstead, formed by a depression in the coast line.

Nature's provision for a canal in Nicaragua consists of a depression stretching for about three hundred miles northwest and southwest, parallel with the Pacific Coast and transverse to the Central American plateau. This depression is flooded by the lakes Managua and Nicaragua. This great natural reservoir collects nearly all the drainage of the western provinces, discharging it through the San Juan River into the Atlantic Ocean.

The waterway from Lake Nicaragua west to the Pacific traverses the valley of the Las Lajos River up the eastern slope of the divide and down the valley of the River Grande on the western slope.

Lake Nicaragua is about one hundred twenty-five miles long and varies from forty to seventy-five miles in width. The mean level of the lake is one hundred ten feet above the Atlantic Ocean at Greytown.

Lake Managua is sixteen miles north of Lake Nicaragua. It is fifty miles long and averages about thirty miles in width. Its surface is twenty-four feet above the surface level of Lake Nicaragua. The two lakes are connected by a channel called the Rio Tipilapa. Through this channel Lake Managua discharges its overflow into Lake Nicaragua.

The principal river of Nicaragua is the San Juan, one hundred and twenty-five miles in length. For about half its length the current is sluggish, deep, and broad. East of its junction with the turbulent, sediment-bearing San Carlos River it becomes a rapid and exceedingly turbid river. Its course averages about three hundred yards in width and about twenty-five feet in depth. Its navigation is impeded by the Costillo group of four rapids, which are generally impass-

able except to small boats of shallow draft.

The dry season is from January to May. On the Pacific Coast rain seldom falls during these months. In the eastern portion some rain falls each month.

Commodore Cornelius Vanderbilt of New York City was the first to give to the United States the practical demonstration of the feasibility of a canal across the Republic of Nicaragua. At the beginning of the California gold rush of 1849, Vanderbilt, then a comparatively poor adventurer, decided—from the appearance of a map of Central America—that a route was possible by using the San Juan River and Lake Nicaragua. Acting upon this possibility he gathered a crew in New York and sailed for Greytown, Nicaragua, with a small lake steamer, the *Dictator*, in tow.

At this time a steamship company was operating an isthmian route by means of steamers in connection with both shores of Panama and a portage across the Isthmus at approximately the site of the present Panama Canal. In that manner it handled a large amount of traffic from New York to California.

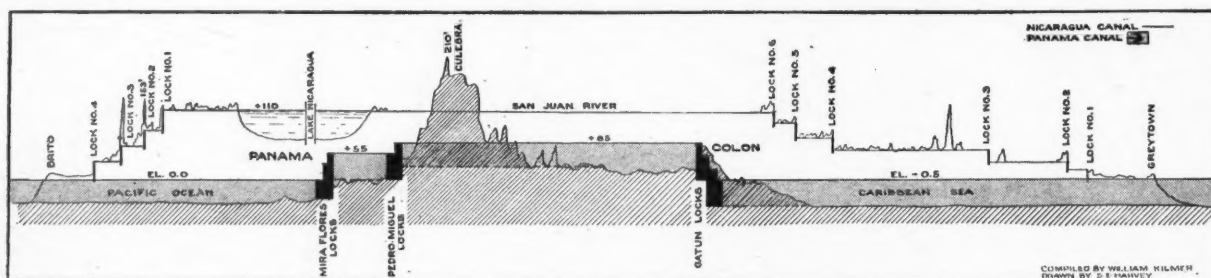
Early in 1849 Vanderbilt, accompanied by thirty men on board the little side-wheeled *Dictator*, entered the San Juan River at Greytown. By perseverance and various expedients the steamer crawled through rapids, sand and mud bars, and finally entered Lake Nicaragua little the worse for its pioneer trip.

Vanderbilt chose a landing place on the western shore of the lake at Virgin Bay. Here he established a twelve-mile stage line across the mountains to San Juan del Sur, his port on the Pacific Coast.

Vanderbilt's route was an instantaneous success. As traffic increased, steamers of deeper draft became necessary. A channel was charted in the river. The Costillo Rapids, however, were impassable to the deeper draft vessels, and it was necessary to disembark the passengers at that point. Here they walked to the upper end of the rapids and resumed the journey in a lake steamer there awaiting them.

By selecting this route Vanderbilt saved 1000 miles and several days' time over the Panama route used by his competitors. He reduced rates one-half and made his first millions from the venture. During the peak of the California rush Vanderbilt operated four steamers from New York to Greytown, twenty-five stage coaches from Virgin Bay to San Juan del Sur, and five steamers in the Pacific from San Juan to California.

When all records have been revised and brought down to date and subjected to minor changes, it will probably be determined that the most practicable route has previously been found and used for the transportation of traffic between ocean and ocean.

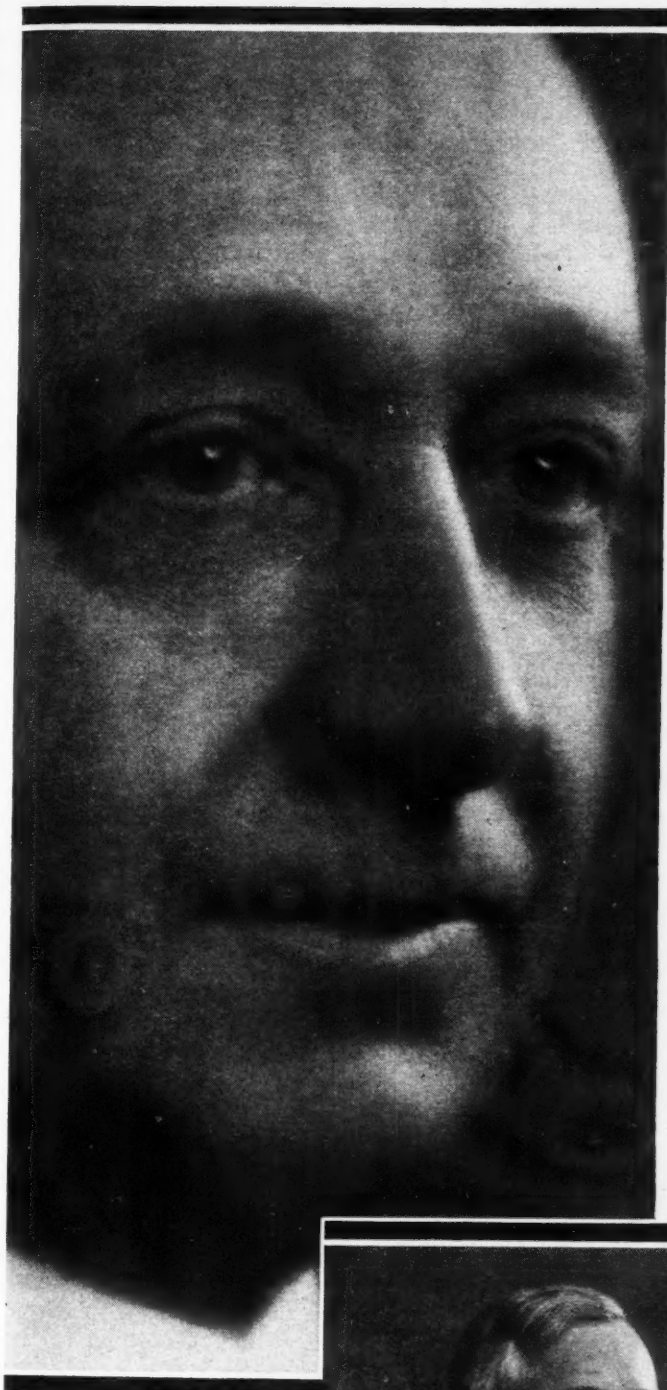


A COMPARISON OF THE PANAMA CANAL WITH THE NEW ONE PROPOSED FOR NICARAGUA

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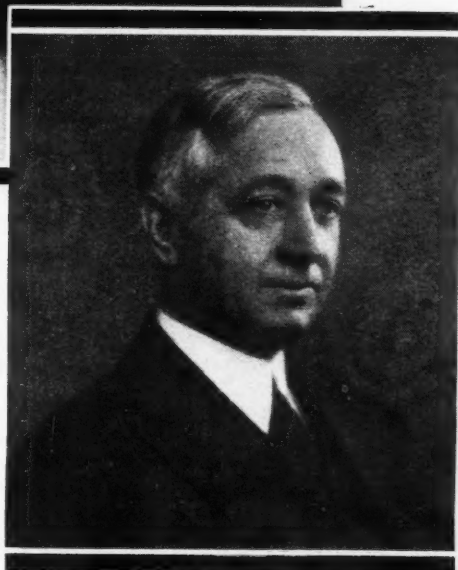
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MR. EATON

He was born in Pugwash, Nova Scotia, got a pat on the back from John D. Rockefeller, and is a self-made millionaire for all that. He put together America's third largest steel company, has vast industrial interests, and is a bull on the industrial Middle West.



This is the first authorized article on Mr. Eaton

Cyrus Eaton New Lord of Steel

By F. F. DUNCAN

FIVE YEARS AGO a Cleveland, Ohio, banker threw a backward glance at his life up to that time, swept the present with an understanding eye, and made a decision as to the future.

The past had been flawless, the present was inviting, and Cyrus Stephen Eaton was only forty-one years of age. Attainments that seldom come to men under sixty had been his before forty. Self-made millions were clinging to him even then. His conquests had covered two important areas—investment banking and public utilities. Clearly it was a good time to stop. Just as clearly it was a most opportune time for him to take a fresh start.

Before 1925 the Eaton enterprises, mainly power, light and gas utilities, were widely extended over western territory. The financier's banking activities centered in Cleveland, but his large, personally dominated corporate interests lay far afield.

By pure circumstance the ordered method of the Eaton progression had been the exact reverse of that of the Van Sweringen brothers. The first purchase made by Oris Paxton Van Sweringen had been Cleveland real estate. From that beginning his ex-

pansion has been a series of widening concentrics, chiefly by means of railroads, until his periphery is—for the moment—the Atlantic and the Gulf coast lines, the Rio Grande, and the temporary barrier of the Sierra Mountains.

Cyrus S. Eaton made his first cast wide and far from the same Cleveland base. A franchise in Brandon, Manitoba, was followed by one in Lincoln, Nebraska. Under Eaton pilotage this small beginning presently became a utility system of major size out in the West.

Ripples from the Van Sweringen railroad puddle, outward bound, met those of the Eaton power pool coming in. It was then that Mr. Eaton of the banking house of Otis & Co. made a decision. From 1925 on he had determined that he should have his part in what was going on in home pastures.

In his favorite field, utilities, he came no closer home than Columbus, Ohio, for the North American Company was in command in Cleveland, Cities Service and others well entrenched in Toledo and throughout Ohio. In transportation the Van Sweringens had all former detached positions under cover.

But there did lie open to Mr. Eaton's comprehending eye an empire of industry around and about the lower lakes region, stupendous in productive capacity, limitless in future possibility. Much more than half of the country's engines of productiveness lay close about him. "No trespassing" signs were not glaringly apparent. At the base were steel, rubber, paint, iron ore, and coal. And at the base Mr. Eaton presently was boring in.

The chronological legend of what has happened in the ensuing five years, most of it financial history, tells its own story. Out of half of the accumulations of the period Mr. Eaton, just turning his 46th year, was able early in 1930 to produce the new \$350,000,000 Republic Steel Corporation.

Out of the remaining half of his sphere of influence in midwest steels another as large and perhaps larger might be produced, provided the fortunes of business warfare continue in his favor.

A CHALLENGE has appeared. There is a threatened invasion of Eaton's empire of industry moving upon horizontal lines from the East. In the battle to block this invasion Mr. Eaton recently revealed that his plans had included two horizontal steel mergers to cover midwest territory, rather than one in vertical formation.

Possibly by the time this is available to readers something more may be known as to horizontal mergers, this time in the field of rubber. Events appear to be moving fast in that general direction.

In 1928 an Eaton syndicate purchased control of Goodyear Tire & Rubber Company in the open market. Current information to the effect that the operation was a recent one is incorrect. This position was taken about a year and a half ago. A management period for that company has just ended, and at the recent annual meeting the board took on a distinctly Eaton appearance.

Publication recently of the portfolio of one of the leading Eaton investment trusts revealed also large

holdings in Firestone, Goodrich, and United States Rubber companies. As in steel, the Eaton interest has been boring in at the base in rubber since 1925.

In the tire industry, however, mergers do not appear to be an objective. So far consolidations have been on horizontal lines, the weaker passing into the strong of the second division.

The Eaton objective in the tire industry is obviously the rectifying of difficult positions and the stabilizing of the industry. Mr. Eaton's effort is mainly the maintenance of an ownership industry at the seat of operations where a great industry took root, and has had its growth to a vigorous manhood.

Here again he has thrown up a barrier against the loss of birthright privilege, and is evidently determined to maintain the name of Akron as the rubber city of the world—as he has made Youngstown the center of steel.

Like almost all other notables in the galaxy of business successes Mr. Eaton starts from scratch on the sure base of proprietary interest. He believes in the sovereign position of substantial personal ownership, and on the aggressive he operates through the power that is vested in the voting share.

Unlike most prototypes of success, however, Eaton is the only outstanding example of business prestidigitator who is able to keep many balls in the air at one time. There has been no halt in the expansive flair of the Eaton utilities because of a divided interest with steel, ore, rubber, and paint. Annexation of an empire of industry to the house of Eaton has not interfered with the extension of the activities of the banking house of Otis to twenty-eight cities in this country, where direct branches are operated. Nor has it prevented its extension into the international banking arena through contacts with leading financial groups in Canada, England, and the Continent.

Since adoption of the industrial program, United Light & Power completed acquisition of control of American Light & Traction. The two were merged in 1928, the combined net worth now taking a market rating of some half billion dollars.

Dazzling as the Eaton operations in steel and rubber may have seemed to the public, they have not entirely obscured the circumstance that since Eaton has been active in Sherwin-Williams that leading paint concern has figured in a half dozen merger events. The last of them carried that company's sphere of influence into a rather commanding position in the British Isles.

If the more recent negotiation by which key positions in midwest steels were permanently tied into common ownership with the leading interest in iron ore and lake shipping, the episode was not more significant than the revelations of the portfolio already referred to. This shows, besides steel and rubber, holdings in the stocks of leading New York and Chicago banks exceeding in their totals the holdings in banks in Cleveland, Columbus, Youngstown, and other Ohio centers. Banks are basic functions of business life in all spheres. Hence Eaton again was boring in at the base. For diversity there are such isolated items as a \$16,000,000 investment in Commonwealth Edison, \$11,000,000 in Peoples Gas of Chicago, and \$14,000,000

in Lehigh Coal & Navigation. And this, by the way, is just one of the Eaton portfolios.

Personally Cyrus Eaton is a purist and something of an idealist of the old school. To him the ultimate values are those of wisdom, beauty, and goodness. He deplors the tendencies of the ultra-rich to scatter their accumulations in the building of castellated mansions. For, in the Eaton view, these only excite envy and propagate discontent in the hearts of those less well-to-do.

On the Eaton credo the only proper place for reinvestment of accumulated and accumulating wealth is its return to the productive energies of the nation, where it may be plowed back in for the advancement of the economic cause.

He lives that theory. His country home at Northfield, Ohio, is the almost unchanged homestead built about 110 years ago by John Wilson, a pioneering Connecticut farmer who came to Ohio with the influx that came with the Western Reserve concession. A few bedrooms have been added to provide for a large family—the Eatons have seven children—but otherwise it is unchanged.

The old kitchen serves as a dining-room, and the former woodshed has been made into a kitchen. The Eaton family wears no jewelry.

Codified, the Eaton aims and inspirations would read about as follows:

I believe in the simple life.

I believe in a sound body and a sound mind for every man.

I encourage diligence in business and healthy outdoor exercise, so that vigorous health and sound financial independence may lay the foundation for the ultimate values of wisdom, beauty, and goodness.

It is my ambition to see the millions of men who labor in mine, mill, and on plantation, prosperous in material welfare, sound in body and in mind.

In conformity with his creed as to business and personal conduct, it is in the record that Eaton's corporate efforts run the same way. Several of his industrial adoptions almost drained the Eaton coffers before they were declared sound either in body or in mind. Not a few that were thought past aid have been restored to health. It has been one of his tenets as a banker that no meritorious industry in the Fourth Federal Reserve district should ever be compelled to seek needed capital outside of the district.

"Bankers of the Fourth district should take care of industry of the Fourth district," has been a principle of the Eaton banking decalogue ever since he appeared in the Cleveland financial district.

Mr. Eaton is a native of Nova Scotia. He was born in December, 1883, at Pugwash, a village on the Northumberland Straits. He had a year of academic training at Wood-

stock, and graduated from McMasters University with a Bachelor of Arts degree at 21.

An uncle, the Reverend Charles A. Eaton, was pastor of the Rockefeller church in Cleveland. At his relative's invitation Cyrus Eaton had visited Cleveland, where the senior Rockefeller gave him his first job.

The East Ohio Gas Company, owned by Standard Oil of New Jersey, had just secured a natural gas franchise in Cleveland. Young Cyrus Eaton, according to the legend, made such a diplomatic success in placating irate householders for having their lawns and hedges torn up to make place for pipelines that he was sent to Manitoba by a Cleveland syndicate to obtain some desired franchises there. This diplomatic mission went well in the face of strenuous local opposition in a half dozen cities of the western Canadian plains. Then came financial panic, and the syndicate made Eaton a present of his franchises. They had troubles enough of their own.

EATON went back to Manitoba and saved one new franchise with the aid of the local capital from which he had just snatched the prize. In succeeding years he picked up others in Nebraska, Iowa, Kansas, and other western states. In 1912 he formed the Continental Gas & Electric Company, which was later to become United Light & Power.

A panic had separated Eaton from his first Cleveland associations and from all financial ties. He was out upon his own resources. His acquaintance with John D. Rockefeller had been little more than a pat on the back and a helping hand at the start. His path did not again cross that of the oil magnate until his utility operations had swept back eastward across the continent, and reached into Brooklyn Union and Brooklyn Borough gas companies.

There are points of juncture now between Eaton, Mellon, and Rockefeller utilities where interlacings of investments come together in the public utility field. These, however, are incidentals. Eaton has been his own banker since he became a partner in Otis & Co. in 1916.

When his native town of Pugwash in Nova Scotia was devastated by fire two years ago, Eaton voluntarily took upon himself the task of rebuilding the village. He also announced plans for a modern new school, if his old teacher, Miss Margaret King, would permit it to be named after her. He has donated generously to Canadian institutions.

His Northfield home is named Acadia Farms, a title strongly suggestive of the Eaton passion for his birthright. Thirty miles from Halifax is Deep Cove, an inlet of the bluest waters of all of the Nova Scotia fiords. Its shores are lined with virgin timber of the forests primeval of the original Acadia. Deep Cove is one of the Eaton possessions. It is there that Mr. Eaton spends his summer vacations.



AN OPEN-HEARTH STEEL FURNACE

John J. Carty •

By F. B. JEWETT

A youth of eighteen who entered the telephone service half a century ago became chief engineer of the New York company within ten years. That was only the beginning of a career of achievement which has not yet come to an end. Mr. Carty's function has been to inspire and direct inventive genius, without which telephonic communication would have remained crude and limited.

ANY CRITICAL SURVEY of industrial development in America during the past thirty years, in so far as the applications of science are concerned in that development, would disclose the name John Joseph Carty as among the few men whose work and influence entitle them to front rank recognition. No one in the past three decades has had greater influence in molding the technical development of his own field, and the business and economic structure erected on that technical development, than has Mr. Carty. Few, if any, of his contemporaries have had greater influence in molding the course of all industrial development dependent on the sane application of scientific knowledge and methods to industrial advancement.

Essentially untrained as a scientist by any course of formal instruction, he was endowed by nature with an intensely logical mind. In any matter which he considers worthy of his serious attention—and there are few matters to which he will give other than serious attention—he spares neither time nor effort in scrutiny of existing facts, in the exact formulation of the question to be answered or problem to be solved, and in the precise enumeration of the further evidence to be secured before a final answer can be made or a final decision given.

Endowed with that rarest of gifts—a deep understanding of human nature and human behavior—and with an appreciation of and consideration for human frailties, he has an incisive capacity to present any matter convincingly to men of widely different intellectual attainments and widely different points of view. Deeply philosophic in his method of approach to any problem, Mr. Carty's mind turns inevitably to a consideration of the ultimate effect of any proposed course of action. One of his most characteristic traits, and one which has made his advice so much sought after and valued and his influence so great in fields of activity far removed from the realm of his special interests, is his invariable habit of viewing the reactions of any proposition from every conceivable angle, physical, psychological and political. Every direction in which future events may lie is traced out in his mind as far as it is humanly possible to go, to the end that obstacles may be foreseen and avoided or proper action planned for their removal.

Truth and truthfulness in all their direct and collateral ramifications are cardinal in his book of life. Personal loyalty to those in whom he has placed his trust he guards jealously so long as his faith in the integrity of the recipient is unshaken.

With such capacity of mind and human understanding, and with a sound grounding in the facts and methods of science established by deep and thoughtful study, it is little wonder that when, about thirty years ago, the possibilities and necessities of a broader application of fundamental science developed in the communication field, which was his life work, Mr. Carty should have been the one man most competent to appraise these possibilities and necessities and to outline the method of their application to the advancement of electrical communication.

The general scheme for research and development which he outlined a quarter-century ago is still substantially the pattern for the work of today. On it has been reared what is probably the greatest institution in the world having for its aim the orderly application of every bit of existing or obtainable scientific knowledge to the development of an industry. Partly in virtue of the example established by the success of this institution, and partly as a result of Mr. Carty's numerous scholarly enunciations of the basic principles of applying scientific knowledge to the use of mankind, other institutions in widely differing industries have profited to their own and the nation's advantage.

Not the least of Mr. Carty's achievements in the field of making science more generally and effectively available to human progress, and to a better condition of human living, is the work which he did in the organization and early direction of the National Research Council. In the establishment of this Research Council, and in the linking together in it of all the forces of pure and applied science, he saw the creation of an organization which would do for science, industry and the nation a service not to be obtained in any other way. Its achievements both in peace and war are a clear justification of his broad vision and an additional monument to his capacity for clear thinking.

Anyone who has had the privilege of working closely with Mr. Carty on any problem can pay tribute to the thoroughness of his examination of every factor likely to have a bearing on the matter in hand. His demand of clear and concise thinking by others at such times is frequently embarrassing. It is no uncommon thing for him to ask suddenly, "Are you answering the precise question asked?" or "Please state exactly the question you are attempting to answer." Had life cast him for a career in the legal profession rather than in that of science and engineering, he would have made a great lawyer—great both as a powerful and convincing advocate, and formidable as a cross-examiner.

Science, the Soul of Prosperity

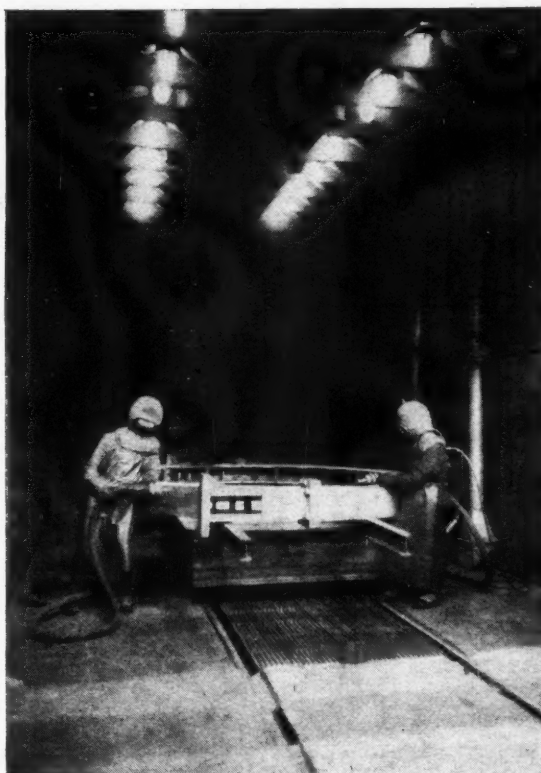
By JOHN J. CARTY

Vice-President, American Telephone and Telegraph Company

THE UNPARALLELED advances which have been made in extending the benefits of light and power even to the most remote hamlets of the land, are due to many causes, scientific, economic, and administrative. Enduring contributions have been made to the economic welfare of the country, contributions destined as time goes on to bring about in our social and industrial life still greater improvements, the nature of which we can as yet only dimly perceive. Fifty years ago, service such as is now rendered to the public was unknown; it did not then even exist. But today this service is so vital that without it the present industrial structure itself could not exist. Behind all of this lies a story of American enterprise, of administrative capacity, and of a public service effectively rendered, which is worthy of the admiration of all.

The historian of the future, writing with that perspective and with that detached state of mind which comes with the lapse of time, will find in these electrical achievements one of the most interesting chapters in the history of American industry. While he will justly appraise the effectiveness of business organization, and the spirit of service which actuates its employees, he will show much better than can now be done how dependent is the progress of industry upon the advancement of science.

It has been said that next to the verdict of history, the observations of foreign contemporaries are calculated to give a trustworthy estimate of the achieve-



Workmen cleaning castings by spraying them with fine steel shot.

IF YOU HAVE an automobile, an electric ice-box, a radio, a telephone, you have it because some scientist, somewhere, worked out something that would have seemed useless to you at the time. "The pure scientist," General Carty says, "is the advance guard of civilization."

ments, the progress, and status of a nation. There may be enough truth in this to afford some measure of justification for me, as an engineer outside of the electric light and power industry, in venturing to discuss some of the relations of science to the remarkable progress which has been made. I speak, therefore, as one interested in the advancement of science but detached from certain specific activities—commenting as an observer who has followed attentively the progress which has been made in the lighting industry from the time of its inception.

One of the outstanding factors in the success of the electric light and power industry is its encouragement and support of laboratories for research in applied science. In the operation of these laboratories, millions of dollars are expended each year, and thousands of men are employed, including engineers and scientists distinguished for their achievements in so many departments, including physics and chemistry. They have perfected generators, motors, transformers, and prime movers. They have made contributions to transportation, commerce, and industry. They have provided agencies for the advancement of medicine and

surgery, and they have contributed in countless ways to the social welfare. Every individual, whether on the farm or in the office or workshop, whether at home or in a hospital or at church or in the theater is receiving the benefits of these achievements. Whether traveling on land or by sea or in the air, our safety and comfort and ease of transport are dependent far more than is yet realized upon the work of industrial scientists. Volumes would be required to show how their manifold products have transformed our daily lives.

But let me give a specific illustration which seems to be in a special manner appropriate to the epoch which marks the semi-centennial of the incandescent electric light, the invention of our great scientist and inventor, Thomas A. Edison. Let us go back only to the year 1907, which marks the introduction of the metallic filament lamp, and consider some of the progress which has been made in the electric lamp since that date.

By the year 1907, the improved carbon lamp, as the result of incessant scientific experimentation, had reached an efficiency of giving an illuminating power of about 3 lumens (3.4) for each watt of energy employed. In that year, 1907, and as the result of profound research conducted by distinguished scientists in industrial laboratories, a great forward step was taken in the introduction of the metallic filament lamp, which displaced even the best carbon lamps.

The tungsten filament lamp of 1928 which is the one now in general use, yields more than 14 lumens (14.5) per watt of energy. Thus it is more than 4 times (4.26) as efficient as the best carbon lamp of 1907, assuming in the comparison the same average size and the same hours of life.

TRUSTWORTHY FIGURES show that in the United States alone, during 1928, the total expenditure by the public for lighting by means of the incandescent lamp was, in round figures, \$600,000,000. If it had been necessary to provide that same amount of illumination by means of the best carbon light of 1907, then more than 4 times (4.26) as much electrical energy would have been required, and the bill for lighting which the public would then have had to pay would have been multiplied accordingly. The \$600,000,000 would become \$2,556,000,000. Were it not for the reduction in the cost in the generation and distribution of electric current brought about since 1907, this figure would have to be increased by \$300,000,000. From this it will be seen that the total reduction due to these



EXPERIMENTING WITH NOISE

A sound picture laboratory set up by the Bell Telephone Company, so that scientists might try perfecting the apparatus.

items alone is now well over two billion dollars a year.

This sum, almost incredible in amount, represents a cost reduction brought about by one of the products of the electric light and power laboratories—the modern tungsten filament lamp—and by the improved methods of generating and distributing current which have been developed. Even though no further improvements should be made, these figures will grow larger each year. Yet

they take no account of the savings due to the prices at which incandescent electric lamps and electrical machinery are now sold when compared with the prices of twenty-five years ago. Nor do they include any appraisal of the contributions which industrial scientific research has made to the prosperity of the American industries.

These figures furnish the simplest method of emphasizing the progress which science has made in the generation and distribution of electric light and power. But taken alone they do not tell the whole story, for upon reflection it will be seen that without these reductions in cost a large proportion of the public now enjoying the benefits of light and power would be wholly deprived of the advantages which they now derive from the service. The remainder of the public which would still be carried on the books as customers, could not afford to use the electric current in such large quantities as they now do, nor to employ it in such a great variety of useful and profitable ways.

The slowing down of the industrial and other activities of the country which would have resulted from such a curtailment in electric service, would connote an economic loss which it is impossible to state in pecuniary terms. Whatever it may be, the sum which represents the debt of society to the industrial scientific laboratories must be so large as to be almost incredible.

In endeavoring to appraise the value to the public of research in applied science conducted by the electric-light industry, I have employed a method which I have used in estimating in pecuniary terms the value to the public of applied science in the telephone art. There, likewise, as a result of the scientific researches in the company laboratories, sums of money similarly great have been saved to the telephone users; and at the same time the service has been constantly improved, and extended into every section of our country, and across the ocean, even now rapidly bringing the na-

tions of the earth into speaking communication with each other.

Let me pause for a moment to mention the name of Alexander Graham Bell, the inventor of the telephone. It is only a few years since he passed away. If he were still alive, we can feel sure that he would pay tribute to his friend and fellow-citizen, Thomas A. Edison, the inventor of the incandescent light, who is also the inventor of the carbon telephone transmitter, and the inventor of the phonograph. This unites his name in an especial manner with that of Bell. The one revealed the method of transmitting the human voice through the vastness of space, and the other through the ages of time.

The scientific industrial research conducted in the electrical laboratories is often called "research in applied science." Applied science must submit its findings to the criterion of utility. It must produce practical results, things that can be used with advantage, perform new services, or bring about new economies. It must continue to pay for itself and yield a profit. Otherwise it must cease. The figures which I have presented and the evidence which I have submitted, abundantly prove the extraordinary value of the researches conducted in these laboratories. Applied science does pay for itself, and more. The electrical industries could not exist without it. We cannot allow it to cease, and we must continue to prosecute it with ever-increasing success.

There is so much more that could be said, showing the importance of scientific research conducted for the sake of utility and economy, that there is danger of losing sight of another form of scientific research which has for its primary object neither of these things. I refer to scientific research conducted purely for the sake of extending the boundaries of knowledge, discovering the laws by which nature operates, and determining the principles of mathematics, astronomy, biology, chemistry, and physics.

Pure scientific research is conducted with a philosophic purpose, for the discovery of truth and for the advancement of learning. Investigators in pure science may be likened to explorers who discover new continents or islands, or hitherto unknown territory. They are continually seeking to push forward the frontiers of knowledge. Their work is conducted without any utilitarian motive, for as Huxley says, "that which

stirs their pulses is the love of knowledge and the joy of discovery of the causes of things . . . the supreme delight of extending the realm of law and order ever farther toward the unattainable goals of the infinitely great and the infinitely small, between which our little race of life is run."

The pure scientists are the advance guard of civilization. By their discoveries they furnish to the engineer and the industrial chemist and the other applied scientists the raw materials to be elaborated into manifold agencies for the amelioration of mankind.

LET ME ILLUSTRATE this by the work of Scheele, a Swedish scientist, who in 1781 made a discovery respecting tungstic acid. He furnishes a classic example of the motive and achievements of the investigator in pure science. Aside from his pioneer work in tungsten, independently of Priestley he discovered oxygen. He also discovered manganese, chlorine, barium, and molybdenum. Truth, not utility, was his criterion.

Other examples may be given of the results which have ultimately followed from scientific researches conducted only for the purpose of discovering new truths or principles.

In the early part of the last century, Hans Christian Oersted, professor of natural philosophy at the University of Copenhagen, made the great discovery that an electric current flowing in a wire could move a magnet; and less than one hundred years ago, Michael Faraday, conducting researches at the Royal Institution in London, discovered that a moving magnet could generate a current of electricity, and that one current could generate another. Joseph Henry, a Princeton professor, and later secretary of the Smithsonian Institution, independently of Faraday, discovered the laws of current induction.

If we did not have the knowledge of scientific principles and laws contributed by these three great men—Oersted, Faraday, and Henry—the electric telegraph would be unknown; neither Bell nor anyone else could have invented the telephone; there would be neither dynamo nor motor; and we would not at this time be celebrating the great achievement of Edison in the invention of the electric lamp.

I have stated in terms of money some of the debt which we owe to the workers in applied science; but it would tax the powers of the human mind to estimate the prodigious sums which have been added to the wealth of nations by the contri-



WANT TO CALL UP LONDON?

Dr. Frank B. Jewett (right), President of the Bell Telephone Laboratories, explains to Sir J. J. Thompson, British physicist, steps in the development of the vacuum tube, the basis of long distance telephoning.

butions of the investigators in the field of pure science seeking solely to discover the truth.

I have spoken of the past, and now let me speak of the future. Countless practical problems now confront mankind which never can be solved by the applied scientist in the present state of scientific knowledge. He must await further fundamental discoveries and new scientific generalizations yet to be furnished by the investigator in pure science. Unless the work of the pure scientist is continued and pushed forward with ever-increasing energy, the achievements of the industrial scientist in the course of time will become more and more restricted. Already the applied scientists have perfected dynamos and motors and transformers, so that they are working at 95 per cent. of their theoretically perfect efficiency.

WITHOUT ANY INCREASE in our stock of knowledge in the realm of pure science, the applied scientists would find abundance of profitable work to do. Nevertheless in the long run they can proceed no faster than the discoveries of pure science permit. It is of the greatest practical importance, therefore, that we should do everything in our power to encourage and support the work of the pure scientists who are to be found in all of our universities and scientific institutions. The discoveries made by these learned men have no immediate practical value, and could not therefore bring to them or to their institutions any pecuniary return. Unlike applied science, pure science cannot support itself. It must depend upon contributions of money from the public, from far-sighted patriotic citizens and men of affairs; from business and commerce and the industries which derive their prosperity or very existence from this field of human endeavor.

The possibilities of research in pure science are boundless, because the resources of nature are without number. Great as are the scientific accomplishments of our day, they are small compared to the possibilities of the future. Two centuries ago, Sir Isaac Newton, the discoverer of the law of gravitation, who ranks perhaps as the foremost scientist the world has ever known, expressed his faith in the infinite possibilities of science in these words: "I seem to have been only like a boy playing on the seashore, and diverting myself in now and then finding a smoother pebble or a prettier shell than ordinary, whilst the great ocean of truth lay all undiscovered before me."

The scientific developments since the time of Newton so strikingly confirm this vision of the great philosopher that we can feel certain that, if pure science is properly supported, the discoveries of the future will be enormously great in comparison to those which have already been made. Future generations of Americans may look upon us with our present limited knowledge of the forces of nature, as we now regard the American Indian, cold and shivering in his scanty clothing, who was ignorant of the coal at his feet.

Although seriously hampered and restricted by the lack of funds, American investigators in pure science are pushing forward their work with courage and determination. Among the thousands of problems which occupy their attention, they are attacking the most

fundamental of all—the ultimate constitution of matter, the structure of the atom, and the nature of the electron. On the summit of Mount Wilson in California, the astronomers are observing in the sun, and in the stars, and in the nebulae, not only worlds in process of evolution, but what is most astonishing, the evolution of the chemical elements themselves. In laboratories at the base of the mountain, chemists and physicists are attempting to reproduce, with increasing prospects of success, conditions which have been discovered in the depths of the universe. They are splitting the atom into its parts, and their work is filled with the greatest promise. From it I believe science will some day learn how to take the elements apart, and put them together again in new and most remarkable combinations. Already they have found that in the depths of space, hydrogen is being transmuted into helium, oxygen, silicon, and iron. They have discovered that the material substance of the faint companion star of Sirius has a density of one ton per cubic inch; while a cubic inch of the material composing another faint star recently studied at Mount Wilson may weigh as much as seven tons.

IN TIME, if these investigations can be carried forward to success, our applied scientists will be able to provide new structural materials and metallic alloys, lighter or heavier, as may be desired, cheaper and more durable and capable of resisting corrosion. Researches such as these should be multiplied a thousandfold. They will give us the answer to the great problem of drawing upon new sources of energy, and of utilizing those already available with the highest economy and efficiency. No inquiries could go more deeply to the foundations of industrial progress than these, and none could hold forth such promise of prosperity and advancement in all human affairs.

Because it was convenient, I have stated some of the results of science in terms of money. But the value of science can best be measured in terms of human achievement, the mastery of the forces of nature, the elimination of poverty and disease, the prolongation of life, the advancement of learning, the growth of right living and sound thinking and of good understanding among men. Pure science research is indispensable to the attainment of all of these ends. According to the present vision of science, life must no longer be regarded as a struggle among men for a limited store, where one man's gain or one nation's gain must be another's loss. Under the banner of science, we are asked to join with our fellowmen working together in controlling and utilizing the bountiful forces of nature.

"Science," said Pasteur, "is the soul of prosperity of nations and the living source of all progress." American business and commerce and industry and the whole of the American public are being asked to give and to continue to give to pure science research, in our universities and elsewhere, that support which it so greatly needs. For all the benefits which it is conferring upon us, science asks only that we provide its zealous workers with an opportunity to multiply their efforts in our behalf. Upon the answer to this call depends the future prosperity of the nation and of the world.



WILLIAM H.
WELCH

A dry-point etching by Alfred Hutton, reproduced from one of fifty impressions from the original plate.

Dr. Welch at Eighty

TO HAVE STEPPED, in the prime of life, into a position of acknowledged intellectual leadership in the profession of his choice; to have occupied that position, albeit unconsciously, for those forty years which have seen the most rapid strides in medical progress of all time; to have had such influence in the furtherance of the medical sciences in this country as to turn the tide of students seeking opportunities for higher education from the Old World to the New; to have been as ready in countless unrecorded ways to share his time and thought with those who were inconspicuous as with those who sat in high places; to have been no less universally respected for his great learning than beloved for his personal charm and companionability; to have stood knee-deep in honors unsought and to have remained seemingly unaware of them; to have rounded out with distinction two uni-

- People the world over stopped on April 8 to recognize the eightieth birthday of William H. Welch, of Baltimore, the dean of American medicine. Like his father, grandfather, and great-grandfather, Dr. Welch prepared for a career as practising physician. But his preparation was so thorough, both in the United States and abroad, that he was destined rather to be a teacher, a professor of pathology—first at Bellevue Hospital Medical College in New York, but for the past forty-six years at the Johns Hopkins Medical School in Baltimore. In the adjoining columns is a graceful tribute to Dr. Welch prepared for the birthday celebration by a distinguished fellow-scientist who prefers to remain anonymous.

versity positions and, with enthusiasm undimmed, to be well launched on a third which he is no less certain to adorn:

TO HAVE DONE SO MUCH, in so many ways, for so many years, and to have aroused no shadow of envy or enmity on the way, betokens not only unselfishness of purpose but that fineness of character which always has been and always will be an inspiration to mankind.

Don't Drive Out the Mexicans

By WALTER V. WOHLKE



IF YOUR SOUL craves excitement, suspense, action, drama, quit the tame stock market with its vicarious thrills and buy an irrigated farm in the Southwest. . . .

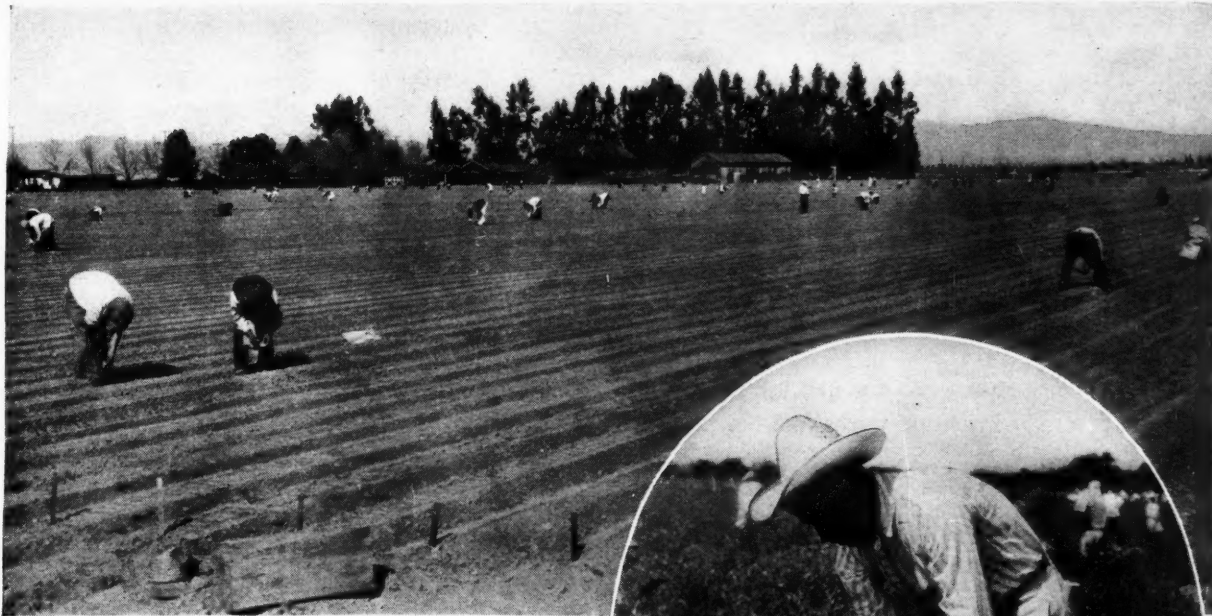
The third consecutive dry winter has joined its fellows in cloudless hades. Last fall a friend of mine planted forty of his sixty irrigated Arizona acres to lettuce. He had to borrow thousands from the bank. Early in January he was notified that there was water enough for barely one irrigation in the reservoir—unless it rained. He needed six to make the crop. Twenty thousand acres of lettuce were greening in the valley; just one irrigation left in the reservoir.

That valley was electric with suspense for weeks. At last it rained. The lettuce was saved. My friend will be able to meet his note and send his son to college—if the market is right in April, if he can get

THE SOUTHWEST MUST HAVE IMMIGRANT LABOR

White "floaters" like those shown below refuse to work steadily on western farms. Stooping, bending, crawling under the hot sun, necessary to handle crops quickly, is done only by Mexicans like the one at left or by other foreign laborers.





WITHOUT WORKERS SOUTHERN RANCHERS FACE RUIN

When the crop is ripe large numbers of workers, like the Mexican at right, are indispensable. But they are hard to get.



Southern Pacific

enough labor to harvest his crop while it is valuable.

There will be a serious shortage of harvest labor this summer, unemployment in cities notwithstanding. Labor was short last fall. Another friend of mine, operating a hog ranch with a population of 50,000 swine, had to shut down his odoriferous fertilizer mill for two weeks because his Mexican laborers vanished; idle white men would not stay. On a small Southern California ranch the widow who owned it had to call on her two brothers and go out herself for a week to cut the rhubarb as it ripened, because her Mexican cutters had disappeared. A Valencia grower had assembled a crew of 300 Mexican pickers when the summer oranges ripened. In less than a week he had only 150 left.

The Yuma, the Salt River, the Imperial, the San Joaquin Valley all felt the pinch of the labor shortage when grapes, lettuce, oranges, walnuts, prunes, cotton and a score of other crops called simultaneously for a hundred thousand pairs of hands. They appealed to the U. S. Department of Labor. In reply the Department stated that according to its Employment Service reports, 35,000 men were unemployed in Los Angeles. An extensive campaign for men, the U. S. Employment Service cooperating, was put on for two weeks, including a house-to-house canvass of certain districts. The campaign yielded less than a score of workers. Five thousand harvest workers were needed in Yuma alone.

Between water shortage and labor shortage and market uncertainties, with the Mediterranean fruit fly campaign practically suspended in Florida and Mexican exclusion being debated in Washington, the southwestern fruit and truck grower can give the stock speculator cards and spades and still beat him for ex-

citement, suspense, thrills, and drama from day to day.

But the men—and the women as well—who fought and beat the implacable desert, who carved 140,000 farms out of sage-brush, mesquit and cactus, who established in the most forbidding of all regions the highest type of American rural civilization, the “lungers” and invalids who regained life, health, and strength in the southwestern sun and built up the Country, they are not discouraged. Through co-operative organized action they will solve the water problem as they are solving the problem of stabilizing their markets. They have demonstrated that they can control insect pests or keep them out by quarantines. The toughest obstacle facing them, however, has never been attacked intelligently, constructively, by any agency because it has become the football of emotional politics. That obstacle is the problem of a sufficient supply of transient labor for planting and harvesting.

The need for constructive action has existed for a long time. Ever since California began to grow fruits and vegetables, thousands of extra hands have been needed to harvest the crops from July to December. In the beginning, Chinese did most of this labor, young white folks appearing for a few weeks during the height of the season. The Chinese were excluded. Young white people became scarcer as the standard of living rose and the birth rate dropped. As horticulture

expanded, the Japanese came in. Once more negative action was taken. The Japanese were excluded.

After Japanese exclusion became a fact, the production of fruits and vegetables grew enormously in the Southwest. Sensibly the American housewife increased the proportion of the vitamin-carrying fresh fruits and vegetables, cut down on starches and proteins in the diet of her family. Her demand for these health foods in winter and spring brought into being tens of thousands of new farms in the southwestern deserts, each one carrying a load of irrigation, highway and school bonds, not to mention the mortgage on the home.

Low-priced field crops with an average gross value of \$42 an acre could not have built, could not now maintain the costly irrigation works and the hopeful communities based on this expensive water supply. Fruits and vegetables with a crop value of \$125 to \$210 per acre made these communities possible, enabled the farms to turn out 325,000 carloads, almost five million tons, of perishables annually. From 1921 to 1929, California's output of canned fruits and vegetables increased from 11,000,000 to 28,000,000 cases. It's an epic, a modern saga, this trek of the fair-skinned northerners into the shimmering valleys of the desert, an epic no one can fully appreciate unless he has seen the grim struggle with sun and parched soil from its almost hopeless beginning to its present state.

This enormous growth of desert farming would have been impossible without a corresponding growth in the number of transient harvest workers. Their number increased, but not through accession from the white city population. White help came into the country to do the bulk of the hauling, packing, and shipping, everything that could be done with machines or in the shade. But the stooping, bending, kneeling, crawling in the dust, in the hammering rays of the southwestern sun—that work they declined.

MEXICANS VOLUNTEERED. Encouraged to come by the federal government during and after the War, they continued to arrive in large numbers for the lowest grade of migratory labor. They did not displace other farm labor. On the contrary, they created new jobs for white men because without the Mexican seasonal worker, the great expansion of southwestern specialized agriculture would have been impossible. Since 1915 the annual production of perishables in the Southwest has increased by more than 150,000 carloads. Many thousands of white workers, truckers, packers, mechanics, railroaders, salesmen, bookkeepers, advertising men, stenographers are needed in the preparation, transportation and distribution of these commodities. Without Mexican migratory labor to do the temporary field and harvest work the commodities could not be produced at all.

"Our members don't ask for legislative or financial farm relief," said the manager of a coöperative association of several thousand California farmers. "What they need is a normal supply of water and harvest labor. They will and do pay top prices for both, but they are now facing the prospect of being unable to get enough of either essential factor at any price for a while. We know that the dry cycle will be followed

by years of abundant rainfall, but if Congress applies the quota system to immigration from the Western hemisphere, the source of our best available seasonal labor will be dried up permanently. The income, the homes of at least fifty thousand southwestern farmers, are built on Mexican hands. If Congress permanently closes the border and those brown hands disappear, what are we going to do then?"

Machines cannot prune, thin, or pick fruits and vegetables. The white birth rate in the Southwest has dropped so low—it was less than 12 per 1000 in San Francisco during 1929—that the assistance of young folks is a negligible factor. Able-bodied, normal, ambitious Americans cannot be expected to stay in the nomad life of a migratory farm laborer, constantly moving from one district to another for six or eight months in the year. The normal American wants a steady job and a settled home. Migratory farm work is the negation of this fundamental American desire, hence the normal white worker will not leave the city and the hope of a steady job unless driven by direct necessity. And then he will return to the city as soon as he has a modest stake. Only the abnormal, the handicapped, those rejected by industry make a vocation of casual farm labor.

Yet a hundred thousand pairs of hands *must* be found at the peak of the harvest if the farmer is to carry on. In France and in Germany the problem, existing for half a century, has been met by constructive action, by the importation of seasonal labor under governmental supervision. Here in America we have tried to solve the problem, without fully understanding it, by negative action, by exclusion, only to find that each excluded alien race was succeeded by a larger number of alien workers of another race.

The southwestern farmers believe that the time has come to attempt a solution of the national harvest-labor problem on a permanent basis. To emphasize the national scope of the problem they point to the fact that many thousands of Mexicans are shipped to and from the farms of the Middlewest for sugar-beet labor every summer, though these farms lie right at the edge of the nation's greatest reservoir of white manpower.

They ask that, before more negative exclusion action is taken, this phenomenon be studied by qualified men able to ascertain the facts and analyze them through clear instead of colored glasses. After all pertinent facts have been collected and studied, they suggest the formulation of a constructive plan for the efficient coördinated mobilization and distribution of that kind of labor which will best fill their requirements and serve the national purpose.

A continuation of the policy of merely negative action without regard to their legitimate needs, they feel, must lead only to the substitution of Filipinos or Porto Ricans for the excluded Mexicans, whose influx has already been cut down 73 per cent. through departmental tightening of border restrictions. And the southwestern farmers unite in preferring the inoffensive, easily deportable Mexican to Asiatics or hybrid Negroes. They have all the action, suspense, drama they want without adding race riots to the present confusion.

Here begin Ten Leading Articles selected from
the month's magazines by the REVIEW OF REVIEWS



The Mad Hatter's Dirty Teacup

By STUART CHASE

From HARPERS, April

● You would look a long while in Europe before finding a spot as ugly as that along the Bronx River near New York City shown above. Fortunately that particular bit of America has now been made into a spotless parkway of greensward, shrubs, and trees. But the fact remains that no civilized country can show so much man-made ugliness caused by neglect and carelessness as the United States.

A SUBWAY EXPRESS roars into the Times Square Station. A portly gentleman, reasonably well dressed, arises from his seat near the middle door of one of the cars, and proceeds in a more or less routine manner to deposit the morning *Times*, the whole forty-eight pages of it, well fluffed up, upon the floor. By the time the last outgoing passenger has made his exit, the space about the door is three feet deep in boiling wood pulp, through which one wades as through a Siberian snowdrift. The portly gentleman is not apprehended; the passengers take the entanglement as part of the day's work, one or two adding their tabloids to the mêlée as they flounder out; the guards are mute. It is part of the accredited folkways, messy but entirely permissible. . . .

This little essay is a plea—and a reasonably bad-tempered one—for optical

exercise in the everyday world. It conceals, furthermore, a morsel of propaganda which might as well be confessed at once. If more of us looked at our country it might be a better country to look at. If more of us felt an urge to lynch portly gentlemen making dirty snowdrifts in subway stations, portly gentlemen might see the handwriting on the wall and hold everything until the next waste barrel was reached. . . .

Two sorts of things distress the observant native son—fixed properties and movable. The architecture of our structures is sufficiently upsetting—as Mr. Lewis Mumford can inexhaustibly expound—but why do we gild the lily (a metaphor in reverse) by covering the country, urban and rural, with doubtless the most sublime exhibit of offscourings and litter upon which the sun has ever shone? I

refer specifically to abandoned newspapers, magazines, motor cars, tin cans, go-carts, kerosene stoves, pasteboard boxes, spring beds, picnic mementos, banana peels, ice boxes, glass bottles, baby carriages, mattresses, farm machinery, rags, iron barrel hoops, chicken wire, steam shovels, portable saw mills, crockery, tar barrels, cigarette containers, tires, corrugated iron, and rubber boots. I refer further to these commodities—the unsinkable varieties—on water as well as land. No inhabitant of Long Beach can fail to recognize what New York had for dinner yesterday by the deposit on the strand today. . . .

It is getting so no self-respecting shad dares enter the mouth of any American river. If he has no self-respect and pushes on through the murk and chemicals and gloom, a dreadful death awaits him. It is getting so no shellfish—oyster, lobster, or clam—can hope to retain his health along the bays and estuaries where these rivers empty. But he can take a just revenge. He can poison the population which has poisoned him. In ten years the crab fisheries of the Chesapeake and Delaware rivers have been cut in half, and the lobster catch is a third of what it was a generation ago. Not only

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the open sewers of rivers, but oil-burning ships void their refuse in a manner increasingly deadly to all forms of marine life. . . .

The roots of the devastation are reasonably plain. The pioneer tradition is of course today a cultural relic, but still sufficiently powerful to make us behave as though our land and resources were inexhaustible. Waste has ever been a national watchword. We have slashed our forests, gushed out oil, depleted and betrayed our soil on the theory that when one site was exhausted we could always move on to the next. Now, alas, like Alice, we have to move into the Mad Hatter's dirty teacup, but the realization of the fact has yet to come. We act like an exploring party in a trackless wilderness, confident that no other white man will visit our last camping place, so why bother to leave it tidy? . . .

I think the Higher Salesmanship is overreaching itself by stimulating the dumping complex without making any provisions for the care of dumps. Indirectly if not directly, it is costing them money. The issue thus moves out of the realms of esthetics—suspect to all good Americans—and comes solidly to earth in the realm of profit, of the utmost importance to all good Americans. The littered scene is not as attractive for profitable building sites, or profitable excursion points, as the unlittered. A project like the Bronx River Parkway which converted a sleazy, tin-embroidered creek into a soundly landscaped park, created huge real estate values in the abutting property. Aesthetic improvement paid cash dividends. With winter resorts and summer resorts competing for vacationists, and with practically every town and city in the land competing for population (via the Boosters Club), the idea should presently penetrate—and indeed here and there already has—that a clean and attractive region has a competitive advantage over a dirty and messy one. The far-sighted business man is beginning to realize that the time is coming when a well-swept town without reeking dumps and horrendous approaches will pay dividends. The various "clean-up campaigns" of recent years are harbingers of this awakening. One can only pray for more commercial vision along this line. It will not help Mr. Mumford's architectural problem much, but it should certainly assist in a more seemly disposition of movables. Thus I refuse to be classed as one of those infernal aesthetes who would send us all to beautiful bankruptcy.

My second proposal, I repeat, is personal. It is also criminal. On three separate occasions I have deliberately, even joyously, committed arson. I have burned to the ground (1) a boat house, (2) a barn, (3) a beach bungalow. All three were collapsed, worthless eyesores,

and in each case they utterly desecrated what was otherwise a charming vista. Day by day the irritation of looking at them grew, until ultimately I destroyed them. My plans were carefully laid. I waited for a soaking rain so that the flames might not spread. I chose broad daylight and, after applying the torch, re-

treated; and then was first upon the scene to sound the alarm, thus escaping all possibility of suspicion. I stood and gloried in the flames, apparently as surprised as the next man, while the neighbors developed first the mouse-and-match theory, second the tramp theory, and finally the spontaneous combustion theory.

A Pagan Boyhood

By BRADFORD K. DANIELS

From the ATLANTIC MONTHLY, April

I WAS BORN on a large farm in a beautiful valley. Across the road from the house was the remnant of a pine forest—the "Dark Forest" the Indians had called it when it covered all the valley—in which the wind crooned to me with my first breath. About me were mile on miles of apple orchards, and in our own I worked and played from the time of pink and scented bloom to that of scented and yellow fruit. Within view of my bedroom window was a great marsh, about which a river ran in a long crescent resembling a giant bowl broken in half. Here, in summer, thousands of bobolinks held high carnival until ruthless mowing machines cut down the rank grass from the tops of which these feathered revelers delivered their rollicking songs. . . .

On April nights, with "spring's sweet trouble in the air," I would lie in bed beside my soundly sleeping brother and hear the frogs in antiphonal chorus in the pond beyond the east orchard. Since then I have heard the mocking bird, the skylark, the nightingale, but no bird's song has ever kindled in me quite the ecstasy that those "high flutes in silvery interchange" awakened on those enchanted spring nights. . . .

My first intimate knowledge of death came to me when I was nine years old. It was early April, and I had gone "trout-ing" during the sunny part of the day in a small brook that wandered leisurely across our farm and joined the river through "Mud Creek." I was sitting on a log by a stone bridge, idly bobbing my line in the vortex of foam at the corner of the culvert. . . . A loud call from the direction of the river failed to rouse me. It was followed by another and another; and then I heard a stentorian shout from a man who lived on the other side of the river nearly a mile away. Looking up, I saw a woman running along the road toward the landing. Dropping my fishing pole, I ran after her, and, following a steep path down a wooded bluff, reached the bank of the river in time to see two

men struggling with gray-haired Mrs. M—to prevent her from plunging into the dark, hurrying water. Then a hoop of an old woman whose chin always shook as though she were pronouncing a perpetual malediction told me that Ralph and Will were drowned! The two boys had been collecting spruce gum all winter, and, wishing to go to town to sell it, had attempted to cross the river in a leaky skiff. The derelict had rapidly filled, and when in midstream they had lost their heads and leaped into the water, trying to swim to shore; but the swift current had carried them over the rapids, and men working on a raft of logs at the landing had seen them both sink.

How vivid still is the following night! The lights from the many boats on the river where men were grappling for the bodies; the old brass telescope through which they tried to scan the bottom; the fearful three-pronged grappling irons attached to long poles; the shouts; the appalling silences. Then in the thick dawn a boat took shape out of the fog, and when it had been made fast to an old snag half buried in mud, two men lifted a dripping body from the bottom and started to carry it up the path. I slipped between grown-ups and looked at the face. It was Will's! I had been talking with him only the afternoon before, while he repaired some snake fence for my grandfather, for whom he worked. The appearance of that face with the freckles still showing on the wet cheeks is stamped deeper into the tablet of my memory than is any other thing. Later, from the same treacherous river, and up the same path, the body of my mother was carried. . . .

When the nighthawks would gather by hundreds without warning in the late afternoon over a certain field, keeping up a continuous roar as they swooped down about my head, I knew that summer was gone. . . . On one of these evenings in early autumn the cows did not come home, and the next morning before daylight my brother and I were sent in search of them. As I stood with

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my bare feet deep in the dewy grass, I chanced to look up at the stars. They had paused, and, leaning far down to me, were saying unutterable things that made me catch my breath in sudden rapture. Since then I have seen the stars from the decks of steamers on the Seven Seas, from the highlands of South Africa, from the top of one of the world's loftiest mountains, from the stealthy tropic jungle, but they have never communed with me again. It was Stephen Phillips—was it not?—who said: "For the great stars consented, and withdrew." . . .

IT WAS ABOUT this time that there occurred the most momentous happening of my young life. The schoolhouse, which also served for hall and meeting-house, stood at the edge of our pine grove, and there I attended school until I reached my teens. . . .

I was eleven years old when the thing happened that was to mould all the remainder of my life. I was sitting in the back seat on the boys' side of the room, my bare feet dangling a good six inches above the floor. The teacher was frail, flat-chested, with a sparse brown beard, chalk-white forehead, and pale blue eyes in whose puzzled depths lurked the vague shadow of defeat. I was busy with my soldiers, when gradually I was aware of his voice reading to a class of young people:

"Roll on, thou deep and dark blue ocean, roll!
Ten thousand fleets sweep over thee in vain. . . ."

Although it was June, warm and lovely, I felt the gooseflesh coming out all over me, and chills running up and down my spine. By the time he had finished I seemed to be freezing to death. I never finished the battle with my pine soldiers, and through the magic door which that voice opened for me I entered into the rich heritage of English poetry. . . .

Occasionally a velvet-tongued evangelist would come down from Boston during the winter months and hold revival meetings in the schoolhouse. On one of these occasions my father, who years before had backslid, returned to the fold, and the next morning astonished us children by bowing his head—I can see the part in my mother's raven-black hair as she bowed hers also—and saying grace. After that, grace was said before each meal until we children grew up and through sheer indifference silenced what is to me now the only really sacred religious rite connected with my childhood. . . .

Once, years later, on my return to my native land, I attended a Wednesday night prayer meeting as in my boyhood days. As the fathers, markedly aged during the years of my wanderings, knelt one by one and asked fervently for the same

old impossible things they had asked for in my childhood, my eyes in roaming about the familiar place rested upon a print of the crucified Christ hanging upon the wall. The gaunt body was raised against an utterly barren background, and as I looked at it the futility of altruistic goodness swept over me. Then, as if by a magician's wand, I saw poor humanity through His eyes, and suddenly loved Him. Quietly I got up and slipped out into the night. The sky was clear, and the stars in their fathomless black gulfs were sweeping on, just as they swept on when the first glimmer of questioning intelligence first beheld them; just as they will sweep on when the last baffled interrogator turns his face helplessly up to them. What was I—the man on the cross—all life—in the face of that cold and heartless immensity? As the unthinkable æons wore on, even those stars would be utterly annihilated and return into the void, only to reappear in new

worlds—over and over and over. Against such a spectacle those old men praying to their own collective shadow seemed less than nothing.

But what about that morning in my childhood when those same stars leaned down, and, communing with me, filled my soul with unutterable joy? What about the ageless chorus of the frogs beyond the orchard, and the prayer of the hermit thrush? Is science leading man into a deadly morass from which there is no escape so long as he worships at her shrine, and will he continue to dwindle until all his glorious spiritual heritage is lost, leaving only a highly intellectualized animal, well ordered, passionless, with no further capacity for either a heaven or a hell?

Or will man eventually rise triumphant above a depersonalized universe, and reconstruct another spiritual kingdom nobler and more spacious than that which science has destroyed?

Biggest Show on Earth

From FORTUNE, April



Blanco y Negro

THE FIRST Ringling circus opened on May 19, 1884, at Baraboo, Wisconsin. Its main tent canvas (no one today would call it a big top) measured forty-five by ninety feet, its sideshow tent, thirty by forty-five. It had twenty-two horses and eleven wagons, no band wagon, no menagerie, no wild animals.

Today, billed under the least elaborate name it has ever used, the Ringling Bros. and Barnum & Bailey Combined Shows, "Mr. John's" circus has, among other things: a payroll of more than 1600 people; 735 horses and more than 1000 other animals; 100 double-length railroad cars; over 100 cages, dens, tanks, pens, and lairs; its own doctors, lawyers, dentists, detectives, chefs, cooks, waiters, power plant; over 60 children who travel with it, attending school as they go, reciting to teachers paid by the circus; a seating capacity, when on the road, of 15,000. It consumes in a day: 300 pounds of butter, 300 gallons of milk, 200 pounds of coffee, 35 bags of table salt, 2500 pounds

of fresh meat, 2000 loaves of bread, 250 dozen eggs, 1500 pounds of vegetables, 2 barrels of sugar, 50 pounds of lard, 100 dozen oranges, 50 tons of hay, 20 tons of straw, 350 bushels of oats, 4 cords of wood, all bought in local markets. Nearly 5000 meals are served every

day. (When pancakes are on the breakfast menu, more than 10,000 are eaten.)

In a season it will give 400 performances before a total of about 4,000,000 people. It will gross about \$6,000,000, including income from sideshows and concessions, an average of \$1.50 per customer. It has been valued conservatively at more than \$3,000,000.

And it has John Ringling, "Mr. John," as he is known in the business, last surviving of the five proprietors. . . .

You are not apt to reflect that the presence of the Ringling Bros. and Barnum & Bailey Combined Shows at the fairgrounds is a certification of the prosperity of your community. But your Chamber of Commerce knows that Ringling statisticians have been checking

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on employment conditions, crop prospects, bank deposits, rail facilities, road conditions for months past. If these did not measure up to Ringling requirements, Mr. John would have gone right by you. Nor are the reports upon which he bases his operations out of date. The route of the circus may be changed a dozen times during the season. . . .

Preceding the circus a day is the twenty-four-hour-man, the last purely business representative of Mr. John to call. He arrives in time to check up on the delivery of hay; beef, ice, bread, oats, sugar—all the commodities that the crew of 1600 consume in three meals. He checks up on the condition of the grounds and the roads between the siding and the stand. Until very recent years he had also to make certain that the arrangements for the Monster Street Parade Daily, 3—Miles Long—3, were all in order. But the street parade is no more, and the twenty-four-hour-man has more time to sleep.

Hundreds of times Mr. John has been asked, "Why did you do it?" The answer is obvious. The Monster Street Parade Daily was pushed off the street by the home talent parade of Fords and Packards, Macks and Whites that is in every town in America. . . .

The question, "Why don't you have any more parades?" is the first new circus question that the inquisitive American has thought up in a good many years. Seemingly there is no other business that so provokes the curiosity of people whose it is not. Answers to some of these favorite questions have been noted:

Are the freaks bona fide freaks?

For the most part, yes, though many a "wild man from Borneo" is an unusually vicious looking South Carolina Negro shrewdly capitalizing his queer appearance. The famous "missing link" so long and so profitably exhibited was actually an American Negro so peculiar in appearance that she could not support herself by any prosaic means. Exhibited as a speechless subhuman, she was actually a very well educated woman, knew long passages of the Bible and much of Shakespeare by heart. When she died she left a ponderable estate.

How are the freaks procured?

Many a freak applies for admittance to the sideshow colony as another person would apply for a position as stenographer or salesman. Many are imported from such agencies as Hagenbeck's at Stellingen, the groups of rare racial types that periodically tour the land usually coming in this way to the circus. Freaks are bona fide freaks in a measure to begin with, and such lily-gilding as is resorted to is for the amusement of the onlookers, who would not have it otherwise. . . .

Do animals breed in captivity?

Some do and some do not. Members

of the cat family are the most prolific, lions, tigers, and panthers frequently presenting their owners with cubs which may grow up to be of great exhibition value. But of elephant calves only two or three have been born and successfully reared in America. Such an event is so rare that upon the occasion of the birth of one calf at Barnum & Bailey's old winter quarters in Bridgeport, Connecticut, the medical fraternity attended in large numbers to witness the event. A peculiarity of elephant breeding is that if the calf is male, the period of gestation is sixteen months; if female, eighteen to twenty.

Monkeys, it is surprising to learn, very rarely breed in captivity. John T. Benson, Hagenbeck's American agent, certainly the largest monkey dealer in the United States, doubts if more than a half dozen monkeys were born in the country during the last year. All of the hundreds which he sells to circuses, zoos, pet shops, and research laboratories are captured in the bush. . . .

How much do lions cost?

To one who asks, "How much is a lion?" the only sensible reply that can be made is, "Show me the lion." However, the following prices are being quoted to circus men by animal vendors for beasts on the market this season:

Lions	\$600-\$1500
Tigers	\$8000 a pair
Black panthers	\$1000

Jaguars	\$1500 a pair
Leopards	\$350-\$1500
Hyenas	\$175-\$400
Polar bears	\$600-\$750
Hippopotami	\$4000
Elephants	\$4000-\$4500
Rhinoceri	\$10,000-\$12,000
Sea Elephants	\$10,000
Seals and Walruses	\$125 to \$600
Yaks	\$1000
Zebras	\$4000 a pair
Giraffes	\$4500
Camels	\$1500-\$2000 a pair
Monkeys and Apes	\$10-\$6000
Kangaroos	\$280
Porcupines	\$30-\$100
Ostriches	\$100-\$400
Eagles	\$30-\$60
Storks	\$40-\$175
Penguins	\$225 a pair
Pythons	\$40-\$150
Cobras	\$400-\$500

What becomes of circus people?

Frequently denied the security of insurance (the maximum policy for an animal trainer in a company which will insure him at all is \$350), having irregular employment, it is not easy to provide for old age independence. The Circus Saints and Sinners, a lusty and genial nationwide organization of circus fans and old troupers, is collecting an endowment at the present time looking toward the establishment of a circus folks' home, probably in Richmond, Virginia.

The Evening of Your Life

By MAX STERN

From the WOMAN'S JOURNAL, April

IN SAN FRANCISCO there lives a slight, gray-haired, clear-eyed woman of seventy-eight, who has become a new prophetess of her generation of elders. She is Dr. Lillian J. Martin, emeritus professor of Stanford University, psychologist, writer, globe-trotter, friend of Dr. David Starr Jordan and of President Hoover, the woman who refused to be shelved at sixty-five and who today is one of America's most amazing old ladies.

Dr. Martin demands an entire revaluation of the "evening of life" and its meaning. She sees two wrong-headed attitudes toward old folks. One is the Chinese ideal that venerates the elders simply because of their gray hairs; the other is the American, that either repudiates its aged and casts them on the rubbish heap as useless junk, or affectionately wraps them in protective wool. . . .

Dr. Martin has studied her subject as a scientist does. Aided by her assistant, Dr. Claire De Gruchy, and three other

"field workers," she went forth into the highways and byways of California to get subjects for close-up studies. Old men from park benches, old ladies from the poor farms, old dandies from the smart clubs, old dowagers from rich homes, old, lonely spinsters living at hotels, old couples in cottages—363 old folks in all between sixty and eighty-six were invited to visit her office in San Francisco's downtown. They were told that a woman, herself well along in the seventies, wanted to know what other people as old as herself thought about life—would they come and talk it over with her? They came—a little astonished, a little shy perhaps, but they came gladly. . . .

"Not more than three out of the entire group of 363 old people we questioned were happy," said Dr. Martin. "Why not? Briefly, because they were mentally out of harmony with the world in which they live. Whether retired and wealthy,

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whether county wards, or cherished elders of a loving family, whether clubmen or park 'bums'—all, with three possible exceptions, looked upon themselves as 'has-beens.' They were living in the past and had no status as vital, useful partners in society. Their unhappiness was not physical, but spiritual. They were not mentally functioning to their fullest capacity. They had accepted inhibitions set for them by the younger generations. Their vast experience in living was going to waste, and it naturally galled them. . . .

To get the answer to the problem of a happy old age, Dr. Martin believes one must begin in early life to prepare for the inevitable last scene which all healthy humans hope to stage. And one must forever keep on striving, living, learning, giving from the cradle to the grave.

The best example of this theory is Dr. Martin's own vitally interesting self. She belongs to the "successful and happy old." Born of a conservative New York family, she early displayed the spirit of a pioneer.

She left her secure life and immediately on graduation at Vassar pushed westward. Her first teaching job was in Omaha, then almost frontier. At Indianapolis "High" she found herself sitting at the feet of that grand old man of science, Dr. David Starr Jordan, and when he came West to be president of the young Stanford University she was among the faculty apostles who followed. When she was sixty-five, Stanford retired her as emeritus professor. She refused to take her seat on the shelf.

Instead of telling herself, as do so many old people, that she had earned a rest, she kept right on living. She wrote on mental hygiene, delinquency, "The Training of the Emotions"—learning and getting joy out of the world. She took a trip around the world, and returning wrote about it in a book "Around the World With a Psychologist." She had also studied world trade while abroad, and, on her return, gave lectures to California business men on their neglected opportunities in the Orient. Her talk to the Foreign Trade Club was so packed with revealing facts that they printed it in pamphlet form and broadcast it. For six years she carried on her study of old people, and the result is a recent book called "Salvaging Old Age." . . .

I asked her for a set of instructions to people contemplating old age. She smiled.

"Begin by never shutting your mind to anything. People can get 'old' at twenty-five by becoming dogmatic, mentally brittle, inhospitable to new ideas. Likewise people can be young at ninety.

"Prepare for old age by keeping the mind ever young, but don't try to keep always young physically. The best friend of old people is not the physical culture expert but the adult education movement.

Remember that of the three things, mental stimulation, diet, and exercise, the first is most important. Be interested and be interesting. . . .

"Don't try to postpone age by being jazzy and flapperish past your time, by wearing short skirts, lying about your

age, using rouge and hair-dye. Look upon old age not as a physical condition but as a time of life peculiar to itself, with its special struggles, special usefulness, special joys.

"Get into the stream of life and stay till the end; be of value to your fellows."

A Payroll that Floats

By BEULAH AMIDON

From the GRAPHIC SURVEY, April

A GIRL, white-faced, drooping with hunger, who had gone from one Cincinnati factory to another looking for work since early November, first showed me what the Procter and Gamble plan of guaranteed employment really means. She was a widow with two little children. After her husband's death she took a factory job and "managed to get by" on her wages of eighteen to twenty-three dollars a week.

It was the first day of my visit to Cincinnati—an early January day of wind and sleet—that she told me desperately, "I can't find a thing to do except a little by the hour now and then. Things are awful bad." The factory where she had been employed for more than a year had been hard hit by the depression experienced by most makers of luxuries following the stock market crash in October. She and more than a thousand fellow workers had been dropped without notice.

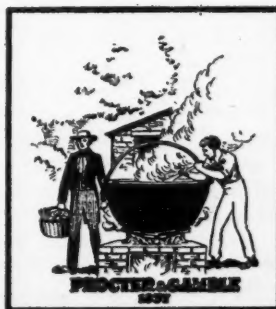
"It's fierce working for a hardboiled bunch like that," she told me. "They never let a nut or a screw get away from them, but they don't care a whistle for their people. 'We don't need you no more today,' and out you go. Say, if I could once get on out at Ivorydale—do you know what Procter and Gamble do? They guarantee their people so much work every year, forty-eight weeks of work, guaranteed to them in writing. Seems like I'd be willing to turn back half my wages to them for a year, just to get on there. If it's only ten dollars a week, you're better off knowing you're getting it than when you have twenty-one a week and then not a cent for three months." It was then she said, "Just think of the people out at that plant! They got their jobs right around the year. They don't have to worry and they don't have to be afraid. What

do you think—don't it seem like if one company could do it some of the others could?" . . .

Before I went out to Ivorydale, I had seen the overworked employment offices, the crowded rooms of the relief agencies, the anxious queues of men at several factory gates. I had had the "hard times" dramatized for me by one of those vivid personal encounters that are more revealing than pages of careful statistics or description. I could not forget that fear-haunted girl as I talked with the Procter and Gamble employees she envied. Yet ten years ago this story could not have been written. The people out at Ivorydale would have been in the same fix as the general run of Cincinnati workers, Ohio workers, American workers. In the depression of 1920, employment at Ivorydale fluctuated from 2,848 to 1,832, a difference of 1,014 in the year's enrollment; in 1929, employment at Ivorydale fluctuated from 2,652 to 2,484, a difference of 168. As I talked with the employees—in the plant, in their homes, in their lunchroom, going back and forth from my hotel to Ivorydale, I came to understand, in some degree, why that jobless girl spoke with such longing of the kind of security enlightened management has made possible for this fortunate group of wage earners. . . .

The company is, of course, fortunate in being a manufacturer of products that are in daily use, the consumption of which shows no great variation from month to month. The management can, therefore, lay out a production schedule a full year in advance, making allowances for increased consumption due to increased population, and the probable growth of the business through a vigorous advertising and selling program. . . .

After a week at Ivory-



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dale, I had a long talk with an important labor leader in Cincinnati.

"The Procter and Gamble situation seems too good to be true," I said to this man; "I keep looking for the catch."

"You won't find it," he answered promptly. "It is pretty nearly ideal. The people who criticize Procter and Gamble—and you hear them—seldom have any first-hand knowledge of what goes on out there at Ivorydale. Of course Cincinnati is an open-shop town. Some unions feel that Procter and Gamble have helped keep it so. I've looked into the matter pretty thoroughly. I can't find any record of anti-union activity on the part of Procter and Gamble and, so far as I can learn, no union member is discriminated against out there. It's true they are an open-shop concern. On the other hand, they've gone farther in civilized industrial relations than any union today would ever dream of asking any employer to go." . . .

Procter and Gamble employees have: a guarantee of forty-eight weeks' work a year, "less only time lost by reason of the customary holiday closings, or through fire, flood, strike or other extreme emergency"; a liberal scheme of sickness insurance and old-age pension; opportunity to share in the company's profits through stock purchase and "profit-sharing dividends." Active safety programs are always in effect, and the company's compensation schedule is in every case more liberal than is necessary under existing state law.

These opportunities are open to all employees whose incomes are less than \$2000 a year and who have been with the company six months or longer. To come under the employment guarantee, however, the worker must first enroll himself in the profit-sharing plan. The employment guarantee went into effect in 1923, but Procter and Gamble has had some form of profit sharing for forty years.

This man [an employee whom the author questioned at length] was "with the railroad" for ten years before he came to Procter and Gamble.

"And I didn't have a thin dime when I quit. Most workers live so close to their wages they don't have fifty cents a week extra to be sure of. I been here eleven years now. I never had big wages—not as much as I got before, looked at one way. But there was this system for saving, and the last six years I've had steady work guaranteed me. Well, I've got my house more than half clear. I've got five thousand dollars' worth of stock, and a good part of that is paid for. I've got my two boys in high school and my girl will be in high school in another year. My wife and I see our way to putting all three of them through the university if they want it. Now, I don't know how you look at that. I don't know how much

you know about wage-earners' lives. But I'm telling you I don't know another firm anywhere that would make it possible for a man like me to get on like that, him and his family. The wife was saying just the other night—we've forgotten what it

feels like to be afraid. You know what I mean—afraid we can't get the children what they ought to have, or afraid we'll lose our home, or afraid I'll be out of work. Say, I guess I feel just about as safe as Mr. Procter himself!" . . .

This Guiding Game

By N. VERNON-WOOD

From the SPORTSMAN, April

A LOT OF PEOPLE ask me why I stay with this guiding game when there's more money to be made at forty-seven other varieties of honest toil. I suppose the main reason is that I don't know anything else, and twenty years of ramming around the hills sort of gets under your hide and plumb ruins a man for punching a time clock. Then there's the kick a man gets out of his pilgrims; you get closer to a man in a month's camping than you will in ten years in an office. It's right interesting to start out with a flock of folks that you don't know the first thing about and watch how they shake down.

I get a letter from some bird in New York asking can I take him out for a month; and after we have made the usual business arrangements, he will most always write about what outfit he needs to bring. In the old days, this wasn't much to worry about, but since the "Blazed Trail has crossed the Boulevard," as the catalog says, life has gotten some complicated. I like to kid myself that I can get a sort of line on my prospects from these letters, but you can't always sometimes tell.

I hooked me a man one time for hunting bighorn. He made his arrangements in two telegrams, and I said to Jim, "That's the way we like 'em: short and sweet"; but old Bill Wilson that runs the post office here come pretty near asking Ottawa for a new office and more help before we got out on the trail. I got letters about beds, rifles, ammunition, field glasses, and clothes. He wanted to know if I could run a movie camera. Was my help congenial? I showed Jim that one and it darn near cost me \$10 a month. "If I have to be congenial after walking forty-five miles through wet snow before breakfast wrangling your this and that pack horses, it's going to cost you money, feller."

I got a letter saying that the Trans-Canada would land him at Lake Louise at ten-forty-five in the morning, and that he would change into his trail clothes on the train and be ready to start at eleven. The day before he was due, I got a wire:

"Bring plenty of strawberry jam." . . .

I met him at the train, and I could see he was strung as tight as a fiddle-string and rarin' to go. . . . All that was wrong with that guy was nerves. He had about worked himself to a frazzle, and after he had slept out a few nights and done some climbing, he was right as rain. Instead of staying out a month, he ran it nearly two, and we were down to straight sheep meat and bannock, but it was Jake with him. Jim and Joe kicked like bay steers because we were out of jam and sweet stuff, but our pilgrim didn't let out a word. He was as contented as a hog in mud, and as long as there was game to stalk, he would stay on a mountain all day and night. Around camp he was one of the gang, and we all liked him plenty, which just proves you can't look at a frog and figure how far he will jump.

I got stuck with a bunch of scientific sharps once that nearly got my nanny, though. Most any pilgrim will give a guide credit for knowing something, but these birds allowed we were just about one short jump ahead of a pack horse in intelligence. The big augur of the layout was a professor of geology, and he was highbrow and high-hat. He had a dinky hen-skin sleeping bag that didn't look very adequate to me, so I figured that I would put him in the teepee with me and his assistant, and keep a fire going lots when we got up higher.

When he saw me packing a load of nice dry jack pine into the teepee that night, he wanted to know what for. I explained about his bag, and said I would see that the fire was kept going. You should have heard him blow up. He had gotten that bag out of a book on camping, and it was the last word in lightness and comfort, and anyway who ever heard of a fire inside a tent. Preposterous and unthinkable, and a lot more. Besides, his bed would likely catch fire. I offered to bet him four bits that when he got through he would burn it, anyhow, but he wouldn't take advantage of my abysmal ignorance. Then I tried to tell him the difference between a teepee and a tent, and explained that the Indians had

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been using them for some considerable time, and that they cooked in 'em and everything, but it was no go. He just naturally knew that you couldn't have a fire inside a canvas thing without having it flaming round your ears, so I let it go at that. We had to camp up on the Pipe-stone Pass for him to do some geology, and it was crimpy round the edges up there. I used to get a heap of satisfaction lying in my snoozing sack and listening to the professor shivering himself warm and using what I figured was academic cuss words.

One evening he sort of circled around to the subject of fires in teepees, and I lit a small one that night. He watched it carefully for quite a while, and then started to give his assistant and me the scientific principles involved, why the smoke, etc., went out of the vent, and before a week went by, to hear him tell it, he was the bird that invented teepees, and he had figured some improvements that the Nitchies had overlooked.

A couple of nights after, we were sitting round the camp-fire, smoking and telling lies, when Jim says: "I struck a fossil bed up that creek across from camp when I went after the horses this morning. There's a bench of Cambrian rock there plumb full of trilobites; look-it this one." I saw the professor sort of prick up his ears, and, knowing Jim was kind of hipped on geology, I says, "I thought it was igneous rock up there." "Igneous my foot," says Jim. "You know damn well that the only igneous rock in this part is in the Ice River Valley; this is all sedimentary," and away he goes ridin' his hobby to a queen's taste. He started at the Pre-Cambrian and went all the way up and down the line. You could have knocked the professor's eyes off with a club, they boggled out so.

When we got to our teepee for the night, he said, "I had no conception, Wood, that you men knew any geology. That man's discourse this evening was most interesting and authoritative."



"THERE'S GOLD IN THEM THAR HILLS"
But it now lies in guiding vacationists rather than in digging for buried minerals.

"Hell," I said, "we travel with so many brainy sharps, and have to listen to 'em, that we get so we can discourse on anything from gin to geology, and half the time we don't know what we are talking about ourselves."

Then there is the chap that wants to see the whole of the Rocky Mountains in ten days. He most always comes up provided with all the maps that he can accumulate, and expects to go through the country on the high lope. There used to be a New Yorker and his wife that came here every summer, and they got

so they were sure stuck on this neck of the woods, but I had to educate him to the right way to enjoy it. The first trip he made, he sort of had the notion he wasn't getting his money's worth because a day's travel only got him about fifteen miles or so from where he had started. He didn't figure that you can't chase pack horses without laying up a bunch of grief. If you get two miles and a half an hour out of a string you are doing about average, and five hours of that is a day's work for a horse that has to rustle his living. You can't rush, and not have sore backs and poor horses. . . .

Well, we have to send our pilgrims home satisfied, if we expect to make a living, so we aims to please. I laid low until we had been out long enough for the grub packs to get lightened some and we had made the turn for home. Then one morning we shook ourselves out bright and early and gave an imitation of three guides breaking camp on the jump. I told the judge that we would camp at Bow Lakes that night, which was all of thirty miles from where we were on the Saskatchewan. I took good care not to tell him that last part, though. . . .

We didn't have any company around the camp-fire that night; the judge had been kind of quiet for the last few hours. Next morning he didn't show up when Joe yelled, "Grub pile," so I went to his tent to see how come.

He just opened one eye and says, "I think we had better lay over today."

I thought so, too. He was so stiff his eyelid creaked when he opened it. His wife and I went fishing, but he didn't show up until long about four o'clock in the afternoon. He was back the next summer, and while we were sort of going over things before we hit the trail he said, "I just want to loaf around this trip, Wood. I think there is something in what you say about the disadvantage of rushing through the country."

Just then I caught his wife's eye, and I had to look hard at his fishing rod.

Adventuring in Red Russia

By MARY VAN RENSSLAER COGSWELL

From the NORTH AMERICAN REVIEW, April

IN THE EVENING we arrived in Leningrad and were disgorged into the whirlpool of the station. Two porters (who robbed us outrageously, we discovered later) grabbed our bags and piloted us to a droshky. Such a droshky! It was covered with a thick layer of yellow dust and the mudguards were tied on with string. By bracing one foot against a rickety lantern I was just able

to stay in the carriage and balance a bag or two in my lap. . . .

Later when we went out to the former Czar's palace at Detskoe Selo (formerly Tsarskoe Selo) our chauffeur pointed to a church which had been closed. "*Bog Kaput!*" (God is busted), he informed us. Then he waved his hand and pointed again to the church, saying, "*Lenin Bog*" (Lenin God). He was quite amused

about it all, but it was hard for me to visualize Lenin dressed in a white robe and halo. . . .

We had no stranger experience than the first sight of bathers in the Volga. The lack of bathing suits is not quite as general as it is said to be. Perhaps a quarter of the men wear trunks (once I even saw a short-sleeved bathing suit and it looked very *ancien régime*) and in

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the country where there is real mixed bathing most of the women wear some sort of skimpy and inadequate garment. In the Moscow River, where the real dyed-in-the-wool Communists bathe, it is considered very bourgeois to wear any kind of bathing suit. The men and women undress in separate houses and go in the water on different sides of the beach. The imaginary barrier between them is only a few yards wide and there are no screens or fences, yet somehow it seems quite respectable. The people on the Volga are less sophisticated and have more fun. The whole family spend the day on the beach and after lunch the men and women move a short distance apart and take sun baths. Once we were sitting on the sand when a couple, hand in hand, burdened with a lunch basket, squatted down near us. They were pale, young things and looked as if they worked in a dark office. The man undressed and rushed into the water and the girl wriggled out of her clothes a few moments later. Then for over half an hour he gave her swimming lessons in a solemn, professional way. After the lesson they floated around for a bit and finally scuttled out on the beach and into their clothes. When we left they were placidly eating their sandwiches. . . .

OUR gregarious instinct having become surfeited, the next day we decided to leave the Delegation and go on a trip by ourselves. We had heard, by chance, of a wonderful mountain trail that could be crossed on horseback. It was not far away from Tiflis, and it had the enchanting name of the Ossetian War Road (*Chemin de Guerre d'Ossetia*). Touching Georgia there are the two small Autonomous Areas of North and South Ossetia, which have their own language and writing and a perpetual feud with the Georgians. We applied to the Government for tourist information, but they were very discouraging. They would not be responsible for us unless we made the trip with a party of at least twenty others, as there were bandits in the mountains.

But in spite of the Government we thought that we might as well try it by ourselves. . . .

That night, guide, blankets and all, we took the train to Kutais *en route* for Tchovi and the mountain trail. The next morning at four o'clock we reached a junction and took a small wooden car train to Kutais. To our disgust we found that the only bus that went to Tchovi (where we were to hire the horses) was sold out for that day. There were no automobiles to rent, and unless we could get a Government Ford we were stranded until the next day. We went out to reconnoitre the town. Almost the first thing that we found was a

queue of people waiting, ticket in hand, to buy material. I took a snapshot of them and Linda started to take a moving picture. I walked a short distance away and when I turned around I saw Linda and Haik (the guide) surrounded by a crowd which included a few soldiers.

"I think that we have been arrested for taking pictures," she announced. And so we were. It was annoying but I was really pleased with the idea.

The police station was comfortable and clean. We were escorted into the chief's office, which contained a desk with the usual picture of Lenin and one of Stalin, two chairs and a sofa covered with horsehair. We waited about two hours for the chief to come to work. Meanwhile I examined the room. A bright, cheerful poster showed the proletariat, factory workers, soldiers, sailors and peasants marching grimly forward armed with guns, scythes and gas masks. Cowering abjectly in front of the advancing horde were the Czar under his overturned throne; Rasputin; gaudy, debauched looking diplomats; generals and admirals covered with gold lace, and the war profiteer with a large diamond in his shirt bosom. The caption read somewhat as follows: "Comrades, the Revolution is still alive! Keep it living, for by it you were avenged of the wrongs done you under Czarist rule. Only by revolution can you retain your great advantages!"

With the aid of their guide, Miss Cogswell then explains, the two travelers convinced the Chief of Police they did not intend to use the pictures as anti-Soviet propaganda, and were released. Then, following a search through the town, the

adventurers hired a bus and three drivers for seventy-five dollars, and set out.

We parted sorrowfully from our bus at Tchovi, where after many complications, we succeeded in hiring two horses for the next day while Haik and Gabriel, the owner of the horses, were to go along in a small peasant cart. Starting out at a brisk pace through the cool forest we gradually outdistanced Haik and Gabriel, who were bumping along in their tiny, low-slung *lineyka*. We pushed on for four hours. It grew hotter and hotter. We took off our fur caps and put on our wide, white felt hats with goat-hair fringe. The glare became intolerable as the trees receded, so we added black glasses to our already fascinating *ensembles*. Cramps in the knees and a slight difficulty in swaying gracefully with the movements of the horses began to lessen our pleasure in the scenery. We dismounted and stretched ourselves on the grass to wait for the cart. When we had reached more than nine thousand feet in our ascent, we met at the summit a party of young students who were on a walking trip. They shouted and played tag while we lay flat on our backs gasping like goldfish.

Afterwards we hobbled the horses and took a nap on the ground. Then all afternoon we descended through a dry, barren country. But long before sundown I found walking far more comfortable than riding and about six o'clock I began to wish that I were back in Moscow in the comfortable Grand Hotel. Fortunately everything has to have an end. Hawk met us with the small cart and we drove in state to the Tourist Base.

Our Wanting Machine

By G. V. HAMILTON, M.D.

From the FORUM, April

F ORENOONS spent with nervous patients and afternoons with healthy monkeys can teach you surprising truths about human nature. Add Middle Western farmers and Eastern college graduates and you may generalize a bit on some of the qualities that make us into Henry Fords and Harry Thaws and all the ruck of mildly creative and mildly neurotic people in between. You may see how curiosity and the itch to make new things can produce nervous indigestion as well as what we call "progress." . . .

Certain general wants—which we might call major cravings—are common to practically all of the higher animals. They are such things as food, air, water, com-

panionship, sex, and physical freedom. But the primates, from the most scatter-brained little monkey to Mussolini himself, share in common at least one type of major craving that all other kinds of animals seem to lack. This is the craving for variety of stimulation. Indeed, to the primates this is the very spice of life—the distinguishing mental badge of their aristocracy in the animal world. . . .

Out in Santa Barbara, where I had my monkey laboratory, I sometimes included in my menagerie such animals as wild-cats, skunks, or coyotes. Although the monkeys would at first display a lively fear of such creatures, they never overlooked them as a possible source of new

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thrills. On one occasion I also put a six-foot gopher snake in a cage to which the monkeys had access. At first they gave it a wide berth; but presently a venturesome old male began tentative excursions into its neighborhood, and he soon discovered that the ugly-looking reptile could be handled without danger. In the end I had to rescue the poor snake from the monkeys, for they seemed to have an insatiable desire to know exactly how it would feel to touch their traditional enemy.

In addition to the ordinary zoo cages I had built a kind of monkey apartment house, which was so tall and large that it afforded a wide range of activity. When the monkeys were confined in this building for experimental purposes, they all seemed happy enough for the first few days of exploration. They tried all sorts of new stunts, including numerous and diverting attempts to destroy the house.

But as soon as they wore out its possibilities as a source of new kinds of excitement, they began to mope, grow irritable, and invent unwholesome ways of bringing fresh color into their lives. . . .

LATER, WHEN I was back in the Ohio hill country, I observed a type of nervousness among the farmers which might be called "bad roads neurasthenia." The soil there is of such deep, heavy clay that during the late winter and early spring the country people cannot use their automobiles. During this time, when the business of the village gas station was at its lowest ebb, I noticed that the rural population made wholesale responses to the advertisements of patent-medicine men in the county newspapers. So-called "nerve tonics" were swallowed by the barrel. As the roads grew drier and harder the sale of nerve tonics dropped as the sale of gasoline rose. . . .

And so, when the muddy roads of spring dry up and exile is ended, the farmer and his family are off in their Ford to the movies and the village store, to dull sermons and Chautauquas. These things satisfy the primate's craving for variety of stimulation. . . .

In New York I found that domesticity, even under metropolitan conditions, can sometimes be the equivalent of the big monkey cage or of the clay roads which keep the farmer and his model T at home for months on end. I discovered that the mere lack of sufficiently varied stimulation played havoc with marriage. It proved an important factor in reducing some husbands and many wives to a state of nervous discontent, with the same physical symptoms exhibited by the isolated farmers. More deeply buried causes may be responsible for the tendency to invite or inflict senseless mental cruelties, but monotony is a large contributing item in most instances where an ugly marital fretfulness poisons two lives

without leading either to the divorce court or to the psychiatrist's office. . . .

Mere variety of stimulation seems to satisfy the primates—man or monkey. Let them have it, and they are reasonably healthy and happy; take it away, and you



By Geoffrey Norman in the *Forum*

have neurotic humans and sadistic monkeys. Their nerves or their cruelty can be traced to a confined or humdrum life.

WITH THE MAJORITY of neurotics, however—those who are our chronically nervous patients—a new factor enters the picture. What they crave and lack is not a mere variety of stimulation; they demand productiveness as well, experiences in which they can express themselves constructively. They are sick because they have been bitten with a desire to make new things, and this creative urge has been thwarted.

The chronically nervous patient is usually one who, as a child, showed a tendency to invent new toys and games. When such a child grows up, he cannot be happy in stereotyped, routine occupations. The bookkeeper whose wife and children bind him to his ledgers, the son who takes over his father's business to conserve what has already been created, the housewife whose domestic and social duties are too rigidly fixed by tradition, the dependent daughter who must adapt her tastes and habits to those of her parents—all such people, if they possess strong creative urges, are likely to fall into nervous ailments, some of them of minor consequence, others more serious.

Although the instinct for making things is common enough among animals, the instinct for making new things is confined entirely to man. When gratified, this instinct is man's salvation; when thwarted, it spells his damnation. . . . A neurotic whose major craving takes the form of a baffled creative urge can be led by a psychoanalyst to a more wholesome adjustment to the realities of life than he is likely to reach on his own hook; but no way has yet been found to replace such an urge with a non-creative craving. Perhaps this is fortunate, for it is this itch to make something new under the sun—reinforced by that powerful incentive so common to the creative type, the inferiority complex—that has given us such tangible benefits as the telephone, the automobile, and the radio, as well as

everything we prize in the fine arts. . . .

There is another type of neurotic or psychoneurotic whose trouble lies deeper than the mere monotony of his life or the desire to make new things. This type of patient suffers extravagant unhappiness because the poor fellow's mind literally refuses to know what his most important major craving really is. Such folk become thoroughgoing nervous invalids, and their symptoms are impressive enough to land them in a psychiatrist's office—usually several different psychiatrists' offices, with a few sanitariums thrown in. . . .

We began by saying that what a man or a monkey wants explains most of his behavior. We can now go a step further and say that the driving force of all human conduct is located in a "wanting" apparatus which is largely hidden from a man's mind in the deepest layers of his personality. This "wanting" part of every man is wholly without moral scruples of any kind, and it ignores all the strictures of reality. It manufactures wants without regard for rhyme, reason, or right. Pleasure is its only law. It is the hiding place of original sin and of the magic lamp. . . .

A frequent consequence of mental comstockery is the transformation of a buried sense of guilt into a burning desire to purge the world of such evil things as Sunday baseball, Sunday movies, and chorus girls. The reformer, feeling uneasy in his own mind and not knowing why, unwittingly tries to purify himself by purifying his town. Back of it all is a major craving which he ought to know about. If he could bring himself to examine it, he might find that it was not so shocking after all, or that it could be easily replaced by an acceptable and harmless substitute.

Men and women who find themselves the victims of something more serious than surface nervousness resulting from the blocking of known desires in childhood, ought, if they can, to seek reconstruction at the hands of a capable psychiatrist. When this is not possible, there still remains a palliative measure. It will not cure, but it will make almost any form of serious nervousness a great deal more tolerable. This involves a confession of faith quite as much as a broadening of knowledge, and requires an ability to act on this faith and this knowledge.

You must bring yourself to know and feel that there is no craving buried in the depths of your being which you cannot face. . . . It does not matter how shocking, repulsive, ugly, dangerous, or wicked it may be. One just like it lies buried in all other personalities. There are many such cravings in your mysterious and hidden well of desire, but you must be able to feel that there is not one which you cannot face courageously and deal with sensibly. You do not need to satisfy

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these desires. You have only to recognize them to make them more or less manageable. . . . You must realize that the most destructive things in the world are the fear and guilt which may come before

conscious intentions and deliberate acts.

Of course it is impossible to believe these things completely and fully; but it is not impossible to believe them with steadily increasing sincerity, and to ac-

quire mounting confidence in the ability of your grown-up mind to find acceptable substitutes for any craving that may well up in its crudest form from the hidden reservoir of all of man's motive and desire.

"Good-Bye, America!"

By ALAN MACDONALD

From the NEW YORK WORLD MAGAZINE, March 9

IN the teeth of the mid-January blizzard the first United States alien deportation train for 1930 pushed across the wide desolation of the Dakota plains. . . .

The only newspaper man ever to be permitted to ride on one of these United States deportation trains, though they have been a regular function of the Federal Government for about six years now, the Sunday World Magazine sent me to Seattle two days before this particular train was to leave. The train would depart, I was told, at 9:30 at night with a contingent of thirty-three undesirable aliens ready and waiting in the detention quarters. As it proceeded eastward, other groups from different sections of the northern half of the nation would be mustered at certain key cities and taken aboard. . . .

For every deportee there was a big brown envelope, in which had been sealed his money and personal belongings. I stared at the possessions; they suggested the pockets of small boys, gunmen, thieves, tramps, paupers and dandies. One had only a golden locket in which was a curl of hair. Revolvers, jack-knives, sailors' vicious looking clasp knives, corkscrews, tailors' shears, wire cutters, nail files, razors, fish hooks and line, thimbles, thread, needles, coins from the world over, watches, faded tintypes, jewelry, pocket pieces, unused tickets, money! I surveyed the sleepers in the shadowy car, more than ever eager to search their hearts. . . .

Someone tugged at my sleeve. I turned to look into the handsome, melancholy face of Sam Chimienti, one of the Walla Walla ex-convicts. Was I the reporter he heard was aboard? Well, would I tell him something? We sat down together in a vacant section.

"Is it true that once deported you never can become an American citizen?" he begged to know. "They tell me that if I am caught in this country, after this, I can be jailed a year and then sent back."

Yes, that was true. The black Italian eyes dropped, the full, rather sensuous lips thinned as in pain. Was he leaving loved ones here? He regarded me an uncertain moment, then opened his worn leather



By Morris Topchevsky in the *Graphic Survey*

RICH MAN, POOR MAN, BEGGAR MAN—
All are included among undesirable aliens who are deported from the United States.

wallet and took out a snapshot of a young girl, happy and innocent looking, standing on the porch of a western shack, her sleeves rolled up, her bright hair and apron blown by the wind.

"I wish I could start over again—right," Chimienti muttered passionately.

He had come here from Naples in 1917 on a regular passport, with money given him by his father. A laborer on the very railroad on which we then were, he had become a foreman and married the girl of the snapshot. According to his own tale, he and a friend broke into the house of a fellow worker who had disappeared. They pawned the clothing and other things they stole, thinking the owner never would come back. But he showed up shortly afterward. Chimienti was arrested, convicted and sent to Monroe Reformatory for eighteen months. His young wife stuck to him, visited him at Monroe, but he worried about her, how she would manage to live while he was away—she was young and pretty and delicate. He hated to think of her going from one man to another; so he advised her to get a divorce and marry some one

else, some one who would protect her. Did he hope to take her away from her second husband when his time was up? He didn't know, he answered evasively. . . . She did as he advised, and he never saw nor heard from her again. . . .

It was true, he deserved his fate, and on his record he never would have been a good, reliable citizen; but by some whim of character he seemed to love the United States more than any one else I talked with all that strange trip, and to take much more sadly than the others his expulsion. Day after day he sat plunged in gloom as dark as the picture of the girl was bright and smiling. . . .

BUT THE TRAIN was pulling slowly and jerkily—the prairie cold does strange things, they tell me, to railroad brakeshoes on the transcontinental trains—into Minot. It was quite dark. The snow swirled about the little station. To the train came two stalwart immigration men, half carrying between them a relaxed and pitiful figure. Startled, I watched the entrance to the car, and presently they brought him in—a Spaniard, about thirty-five, small and dark, with eyes that would have been fine and beautiful save for the blank, fixed stare, fathered by paresis, that was now their one and only expression. His feeble feet dragging uncertainly, they managed to get him to an empty section and sat him down. His old brown hat was pulled tight over his head and he would not remove it. Once alone, he began to undress, taking off his shoes and becoming hopelessly enmeshed in futile efforts to get rid of his suspenders. It will be long, perhaps as long as I live, before I forget this Spaniard. Stanislaus Barmendia, deported because while not a citizen he had gone insane and become a public charge. He could not sleep, it seems, unless his head hung out of his berth, his head upon which always was the battered brown hat, bobbing and weaving through the night with the swaying of the train. . . .

The young son of a London lumber dealer, regaling the gramophone group with his wanderings, had captured even Scotty's vagrant attention. A regular-featured, blond, blue-eyed Englishman,

Ten Leading Articles

typical of scores of young British officers in the war, his was a gay Odyssey. Once his father owned a race horse that never would go his best unless before the run he was given a full quart of rye. Son became an amateur jockey, and so when he ran away from home and enlisted in a Canadian air regiment at Camp Borden, north of Toronto, what was more natural than that the Colonel should let him ride his personal steed. That is, until he broke the nag's neck. After that the Colonel made it so hot for him that he deserted. For \$20 a bootlegger smuggled him over the river at Windsor, Ontario, into the United States.

He was a camera fiend. In his wallet he had a record of his travels, snapshots of his family, the governor, his sisters, and of a score of pretty girls, both Canadian and American, from Camp Borden to Seattle. Many the gay party he had

seen . . . but the last one occurred in Seattle, when through a ruse he was invited to a ship owner's home—his cousin, incidentally, was captain of one of this owner's boats—and there played Lothario with the daughter of the house. One night he drank the owner's bottle of old private stock, and lest the dire truth be known at once replaced the good whiskey with moonshine. Lured out for a walk alone by the Seattle moonlight, he got lost and finally entered a house which he thought was the ship owner's home. He was arrested before he realized his mistake and turned over to the immigration authorities. The daughter did her best to get dad to post a \$100 bond for her friend's freedom. But the old man had discovered the moonshine. Not only did he refuse the \$100, he called on the immigration authorities personally to make sure that the young man was deported.

pitions of his own people, suspicions that have fostered the notion that he who shows the slightest admiration for Jesus is a disloyal son of Israel. This is evidenced of late by two noteworthy books which have put in their appearance: Joseph Klausner's scholarly and critical study entitled "Jesus of Nazareth" (originally written in Hebrew); and Emil Ludwig's poetic and imaginative work called "Son of Man" (originally written in German). Both volumes are of unusual merit and augur well for the future since they indicate the growing capacity of the Jew to reinterpret the past with fairness and insight. . . .

"All of us are agreed," once declared Emil G. Hirsch, the late dean of American rabbis, "that Jesus was a noble character; that in him quivered the fullest measure of spirituality; that he believed in his own destiny and duty; that he taught a high life. . . . A Jew was Jesus, as faithful a Jew as ever drew breath, and as such not in opposition to his Judaism."

This estimate of Jesus is distinctly a modern one. I am sure it could not have been made a century ago. . . .

For many centuries both Jews and Christians have proceeded upon the assumption that there were certain elements in the teachings of Jesus which made them *a priori* repugnant to his fellow contemporaries. As long as men were thinking in terms of the creeds this was a correct hypothesis, for there is nothing more unacceptably alien to the Jewish spirit than these historic formulations of the theology of Christendom.

Within the last fifty years the creeds have perceptibly weakened. More than that: they have suffered such a complete breakdown that the churches frankly regard them as badly written dramas which can no longer be acted. Their removal from the center of interest has shifted the attention of modern Christianity back to Jesus. It is just this dominant change that has had such a tremendous effect upon the intelligent Jew. No longer hampered by the authoritative interpretations of the churches he is able to go directly to the Gospels themselves and with the aid of the best scholarship study the authentic utterances of the Nazarene.

And what does he find there? To his surprise he begins to see Jesus as an ardent Palestinian Jew of the first century using identically the same language, thought, parables, ethical concepts and theological notions as were then in popular vogue. He need but compare the teachings of Jesus with that of an illustrious contemporary, Rabbi Hillel, to be convinced that the ideas of the Galilean were of the same flesh and blood. Like all the learned men of his age Jesus loved indefinite language, vast expressions, paradoxes, imagery, vivid parables.

As a Jew Sees Jesus

By ERNEST R. TRATTNER

From SCRIBNER'S, April

WHEN I came to a deeper understanding of the history of my people I also came to a vital appreciation of Judaism's amazing silence touching the Man of Nazareth. Of all the unusual things that have happened to Jesus over the centuries few are as perplexing as this astonishing paradox.



Albrecht Dürer

For Jesus was born a Jew; he lived on the ancestral soil of Palestine, never once setting his foot on alien territory; he taught a small group of disciples all of whom were as Jewish as he; the language he spoke dripped with Jewish tradition and lore; the little children he loved were Jewish children; the sinners he associated with were Jewish sinners; he healed Jewish bodies, fed Jewish hunger, turned water into wine at a Jewish wedding, and when he died he quoted a passage from the Hebrew book of Psalms. Such a Jew!

For nineteen hundred years his fellow kinsmen have been living side by side with their Christian neighbors, yet they have said surprisingly little about the central figure of the Gospels. Certainly there must be reason for this, perhaps a number of complex causes. . . .

To the rabbis of the Herodian age Jesus meant nothing; his appearance during a period of wild confusions and widespread disturbances was an unnoticeable

and inconspicuous event. Judaea under the military heel of Rome was writhing in terrific anguish, and one more voice added to the din of revolution—especially that of an insignificant Galilean peasant—meant little in the grand total of general turbulence. . . .

There is another reason why Judaism has main-

tained a reserve about Jesus, an uncomfortable reason that can only be told by a rehearsal of that dark and dreadful story of persecution. The rise of Christianity to power, marked by terrific onslaughts against unbelievers, took a heavy toll of Jewish lives. In the name of Jesus all Jews suffered unbelievable hardships. Instead of practicing a religion of humility, of love and peace, the followers of the Nazarene armed themselves with the insignia of power and unsheathed the sword—*In hoc signo vinces*. So it came about (irony of ironies!) that the name of Jesus "meek and mild," a symbol of joy on earth and good-will among men, was transformed into a living terror. . . .

Now that the silence of the centuries has been broken the Jew today can actually talk and write about Jesus in a free and unrestrained manner. He is no longer afraid of being persecuted by Christians for theological error nor is he in dread of being checked by the sus-

• National and Foreign Affairs •

Gandhi Disobeys

EARLY IN the morning of April 6 Mahatma Gandhi—Gandhi the holy one—left his bungalow on the marshy hummocks by Dandi, India, and walked across the mud flats to the sea. With him went his white-clad followers, splashing down to the white surf of the Indian Ocean. Some picked up sparkling white deposits of salt left by the water. Others dipped earthen jugs into the salt sea. Before long India's parching sun beat down, evaporating the water in the pots. In each remained a crust of sparkling white salt.

Thus the laws of British India were broken, and the might of the British Empire defied. Thus Gandhi ushered in National Week, held each year in memory of the massacre at Amritsar eleven years ago. And thus began the widespread civil disobedience which Gandhi hopes will lead India to self-government.

The day before, Gandhi's band had ended a month's march of 165 miles through tropic heat from headquarters at Ahmedabad. Some had been stricken with smallpox or other sickness. But the surviving marchers straggled on down dusty roads, now in the burning noonday sun, now under arched trees in which baboons chattered and swung overhead. Nights they spent in native villages, preaching disobedience.

To violate the government's monopoly of salt meant to attack Britain at its weakest. Some 40,000,000 of India's 319,000,000 natives eat hardly a single meal a day, and that is a bowl of rice, seasoned with salt. To tax salt hurts these millions, while hardly touching those who can really afford to eat.

In 1919 India was given a new constitution, looking toward "progressive realization of responsible government in India as an integral part of the British Empire." Soon the Simon Commission, sent to India in the fall of 1927 to find out how much self-government India should have, will report in the House of Commons. But India's nationalists, distrusting the commission because it contained no Indians, did not wait. Last New Year they demanded not self-government within the Empire, but a free and independent India.



John Bull Still Rules the Waves
By Knott, in the Dallas News

Violation of the salt monopoly, with the passive resistance to follow, is to enforce that demand.

Railway strikers say they will lay themselves bodily on the tracks to stop trains. Government officials, native legislators, and village headmen will resign. And all are urged not to pay the land tax which also hurts the poor.

Britons say India is ready for neither full freedom nor dominion status. Mohammedans and Hindus will fight, they believe, and Indians as legislators and officials will make speeches rather than tend to business.

Some of Gandhi's followers, including his son, were arrested for collecting salt on the same day the leader violated the salt law with impunity. Gandhi himself half expected arrest. But he wants no revolution of bombs and bloodshed, like Russia's. When resentment in the breasts of his followers burst into violence during the peaceful revolution of 1920-22, Gandhi gave up that revolution. He now seeks not a test of strength between nationalist India and the British Empire, but a showdown as to whether that Empire rests on military force or on consent of the governed.

Prohibition

WHEN CONGRESS adopted prohibition in 1917 and all the state legislatures except those of Connecticut and Rhode Island fell over themselves in the rush to ratify it, few imagined that after a dozen years prohibition would still be the principal topic of popular discussion. Tariffs come and go, political leaders rise and fall, we hold grave international conferences without number; but year in and year out for more than a decade we carry on the same discussion about prohibition.

Recently this discussion has been kept alive by two major incidents: a series of hearings held by a House Committee on proposed modifications—with echoes on the floor of the Senate—and a straw-ballet poll conducted by the *Literary Digest*.

Outstanding among authorities recently invited to Washington to testify was

Ernest C. Drury, former Prime Minister of Ontario. He sought to explode the idea of a "Canadian system" as a panacea, maintaining that there is no such thing but rather almost as many systems as there are provinces. He quoted figures to show that when Ontario abandoned prohibition and adopted government sale, three years ago, jail commitments rose from 11,371 in 1926 to 23,786 in 1928. "Whatever the solution of the drink problem may be," he said, "it is not government control."

Then again, George W. Wickersham, chairman of the Law Enforcement Commission, gave testimony reflecting ten months of investigation of that body before the Senate Judiciary Committee. Mr. Wickersham would have Congress modify the Jones Act, popularly known as the "five-and-ten" law (imposing penalties of five years in jail and \$10,000 fine), on the ground that "you can never enforce law more effectively by putting extreme penalties on minor violations."

Returns from the *Literary Digest* poll exceeded two and a half million by the middle of April, and embraced forty-four states. Kansas alone turned in a majority for enforcement, against the combined ballots of those who would modify the Volstead Act or repeal the prohibition amendment. In certain southern states—North Carolina and Tennessee in the East, and Arkansas and Oklahoma in the West—no distinct desire for change was evident. Elsewhere, however, there was a clear indication of dissatisfaction. In New York, 207,000 would repeal the amendment and 130,000 others would modify the Volstead Act; a total of 337,000 who express a desire for change. Only one-fifth as many persons (67,000) favored continuance and strict enforcement. Throughout the country 18 persons voted for modification or repeal for every 7 who want enforcement.

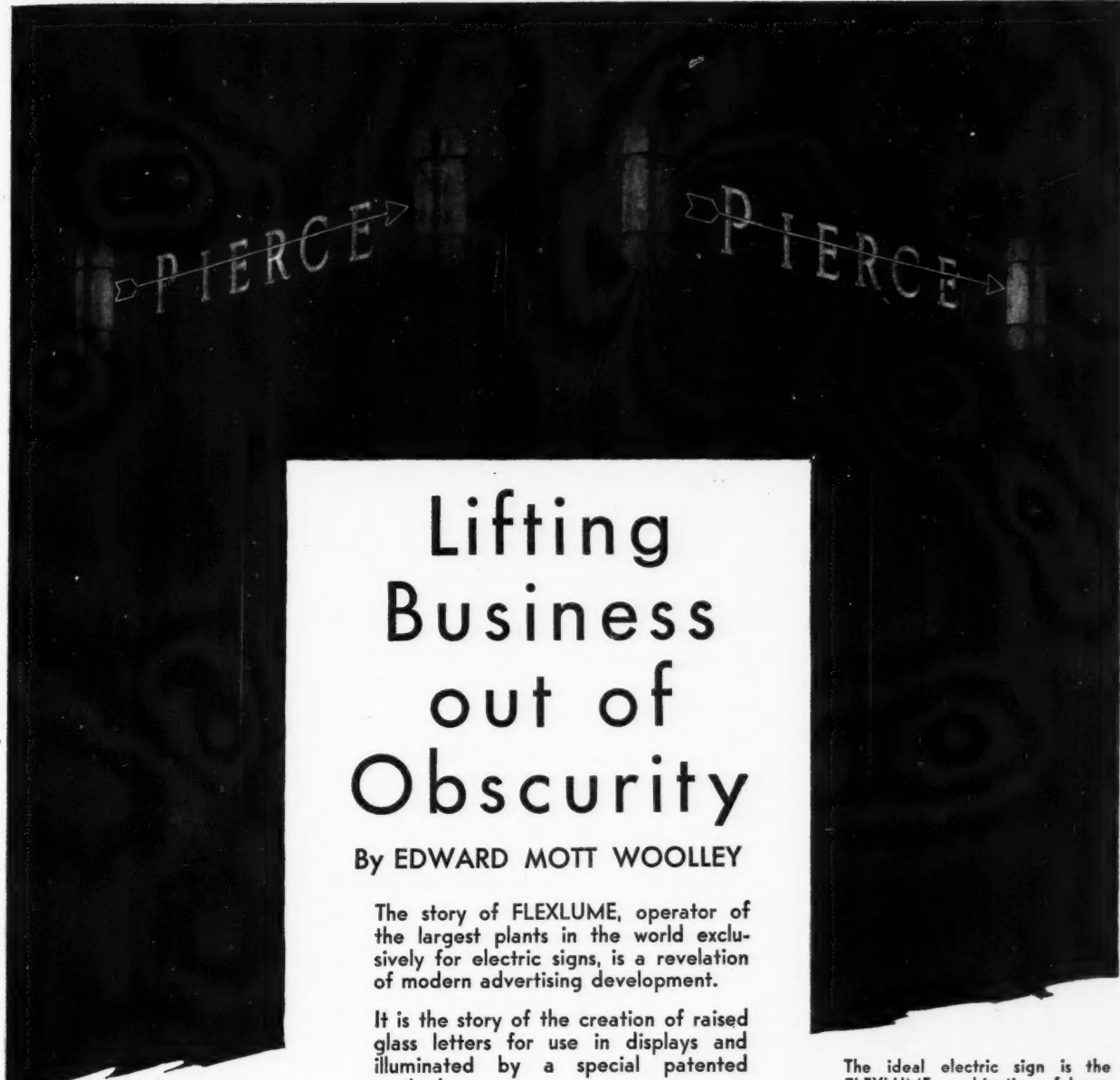
France Ends the War

IN THAT BULKY document the Treaty of Versailles, Article 430 says that:

"In case . . . the Reparation Commission finds that Germany refuses to observe the whole or part of her obligations under the present Treaty with regard to reparation, the whole or part of the areas specified in Article 429 will be reoccupied immediately by the Allied and Associated forces."

André Tardieu, now Premier of France, wrote that article when the Paris Peace

(Continued on page 87)



Lifting Business out of Obscurity

By EDWARD MOTT WOOLLEY

The story of FLEXLUME, operator of the largest plants in the world exclusively for electric signs, is a revelation of modern advertising development.

It is the story of the creation of raised glass letters for use in displays and illuminated by a special patented method.

The story, too, of neon gas, obtained from the air at 400-odd degrees below zero, imprisoned in glass tubes and illuminated by electricity in a number of colors—red, blue, green, gold, purple, white.

Finally it is the story of the most effective electrical advertising yet devised—the combination of neon colors for striking attention values with raised glass letters for strongest advertising contrast and legibility by day as well as by night.

The ideal electric sign is the FLEXLUME combination of beautiful raised white-glass letters with the vivid red, blue, or green of neon letters and (or) border. The white letters are most legible day and night—the neon emphatically colorful.

OUT OF DARKNESS, the electric sign suddenly emblazons its sales message—to a thousand people, or to ten thousand. To unnumbered thousands in a holiday crowd, up and down the streets and out over populated hills.

And in daylight, too, this revolutionary advertising display brings any business instantly out of obscurity; rescues it from forgetfulness on the part of old patrons, and discovers it for a constant succession of new customers.

Signs are the oldest and best-proved form of business advertising. Even in ancient times they told the buyer

who, what and where the seller was. Old-time signs were often illuminated, and the torches of those now archaic nights brought trade to bakeshop, baths or sandal-maker. Mechanisms have changed, but not human nature; people are still attracted by light.

For many a business there is no need for any other form of advertising; but when other mediums are used, the electric sign clinches their pulling power and makes them profitable.

Today in our American towns of 5000 population an average of 370 people *an hour* pass in and out of the business center; in communities of 50,000, about

1800 people; in the large cities, 3500 up to 40,000. This is just the ordinary flow.

Through all this everlasting circulation, the electric sign works at the same unvarying cost to the advertiser. In all other forms of advertising, expense jumps in proportion to circulation.

Individual dealer, chain store, branch office, warehouse, wholesaler, factory, institution—no matter *who*, *what* or *where* the seller may be, the electric sign, noon or midnight, makes him obvious to the crowd. To the independent merchant it has the same importance that it has to the national advertiser, or to the chain of stores that needs to tie-up local outlets with nationwide reputation.

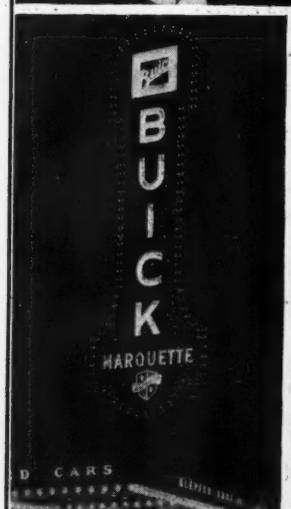
So for almost every business, the obvious source of more sales lies in the street crowds. The gap between failure and success may be bridged by attracting sales from the moving throngs.

OUT OF EACH million parts of the air only fifteen are of neon gas; but fortunately, a tiny volume of neon furnishes extraordinary illumination. A single toy balloon inflated with this unusual gas could supply twenty average electric signs with color brilliance. A pound of it today would cost ten thousand dollars.

Within itself, this rare element of nature has no power of action, and is both invisible and odorless. Only when confined in a vacuum glass tube through which a powerful electric current is passed, does it reveal its transcendent colors—the

20 feet high. Public Service roof display of exposed lamps on porcelain enamel over Armco iron; flashes at night.

Buick-Marquette in clear-cut Raised Glass letters with border of moving lights; "Duco" finish on copper-bearing face metals.



glorious brilliance seen in the lighting of letters, borders and ornamentations of electric signs.

Neon, an element of the atmosphere, is not subject to special ownership or patent, nor can its use be limited by any proprietary right or claim. The very name is the Greek for *new*, given to this gas at its discovery. Widespread misconceptions have filled the public mind, setting up the erroneous belief that neon gas was the property of monopoly.

Neon was discovered in 1898 by Sir William Ramsay, English scientist, during experiments with liquid air at 450 degrees below zero. He observed a slight reddish scum around the edges of the container, and after many distillations the new gas was isolated. When liquefied, it boiled at 398° below zero. Obtainable quantities were so small that a thimbleful was treasured.

Vacuum tube lighting, however, originated long before the discovery of neon. In America the science of gaseous tube lighting had been brought to a high degree of perfection by D. McFarlan Moore, who had been associated with Edison.

Ramsay published an account of his experiments, declaring his belief that the electrodes used for the introduction of the current to the tubes would become too hot if they were small. This conception prevailed among most neon tube makers until 1928, when FLEXLUME brought out a tiny, revolutionary electrode that stood all tests and uses.

The company's engineers and electro-chemists have developed processes and parts, exclusive with FLEXLUME, to give brilliant illumination and much longer tube life. Installation and maintenance have been greatly simplified. A neon FLEXLUME sign is shipped with tubes in place, ready for erection. There remains only the need for connection of the feed to the service wires, an exceptional feature which most sign companies have been unable to accomplish successfully. These valuable features of neon, combined with the other known qualities of FLEXLUME construction, assure lasting beauty and advertising value.

While neon lighting has extraordinary value in electric signs, *all*-neon is rarely best or most economical for the general user. Neon is only a pencil line, even if a double tube is used, and does not answer the need for a high degree of visibility and legibility, especially in daytime.

The color effulgence of neon is better

Copper—the everlasting metal—in statuary bronze finish, incorporating Raised Glass letters with beautiful red neon tube border makes prominent the Bankers Trust by day as well as by night.

when utilized with the broader glow of the FLEXLUME raised letters, having a white splendor all their own. Together, the combination of the neon and the white letters gives a maximum attraction power, better balance; and then too the lettering can be designed more effectively with the raised glass than with the neon tube.

ELECTRIC SIGNS, finished or in the making, populate the factory of the FLEXLUME corporation at Buffalo, and give it a curious individuality.

The factory's numerous divisions cover the equivalent of several city blocks, all on one floor because all FLEXLUME signs are of metal—and a large number, huge and heavy.

Many of the company's signs are made-to-order—finished in bronze, pure copper, porcelain enamel or Duco; built from special plans, carefully worked out by the designing and engineering departments to meet particular needs. Requirements of customers often concern the character and atmosphere of the business or structure, and the FLEXLUME organization collaborates with owners and architects to produce electric displays that harmonize with the settings.

Thus the visitor, going through the Buffalo factory, may see signs that bear evidence of the Greek, Roman, Romanesque, Gothic, Byzantine, Renaissance, or Georgian periods—for American bank, office, mercantile, theater and other buildings frequently reflect adaptations of these forms of architecture.

In general, however, one sees about the FLEXLUME plant a strange mixture of advertising displays. What manner of market place could this be, a stranger might ask.

Against the wall is a milk-white cross for a church, undergoing a test illumination. Near by, an electric sign represents a super coffee cup. On a bench reposes a pair of giant spectacles, fabricated from metal, visualized by lights, and edged with neon.

Lying upon a bench is a sign which will rise 25 feet, in imitation of a tapering tower, outlined with colorful neon, with windows one above another to the turret. When attached to the upper façade of a building, this tower will change the whole aspect of the structure, with its fanciful make-believe and the name of the establishment in large raised glass illuminated letters, like lambent embossing on the darkness.

A strange market place indeed is this factory, with its heterogeneous population of *living* signs that will work for their owners in the daytime, dusk or darkness—signs which typify this age of speed which must keep going if it hopes to win.

The multitude of electric signs forever in process of manufacture at this plant is convincing evidence of FLEXLUME success and service. Over a hundred thousand users of the company's signs!

Railroads, drugstores, ships, hotels, banks, realtors. Butter, oil, flowers, automobiles, monuments. Their signs represent an incongruous mingling of products and the people who sell them.

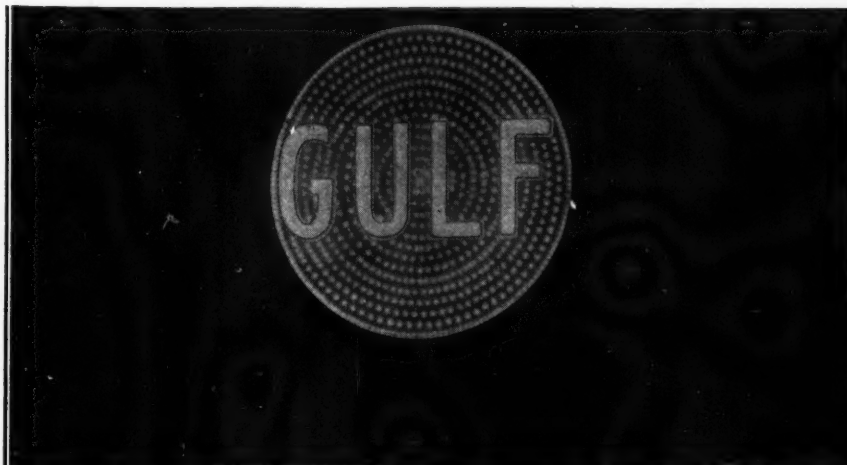
Telegraph service, eggs, lumber, gasoline, Chinese cafés, tires, garages, meats, typewriters, power stations, refrigerators, beauty salons, newspaper plants, moving pictures.

Signs of all shapes, color and eccentricities of motion. Many signs that glow with steady brilliance; others with running fire and contrasting colors.

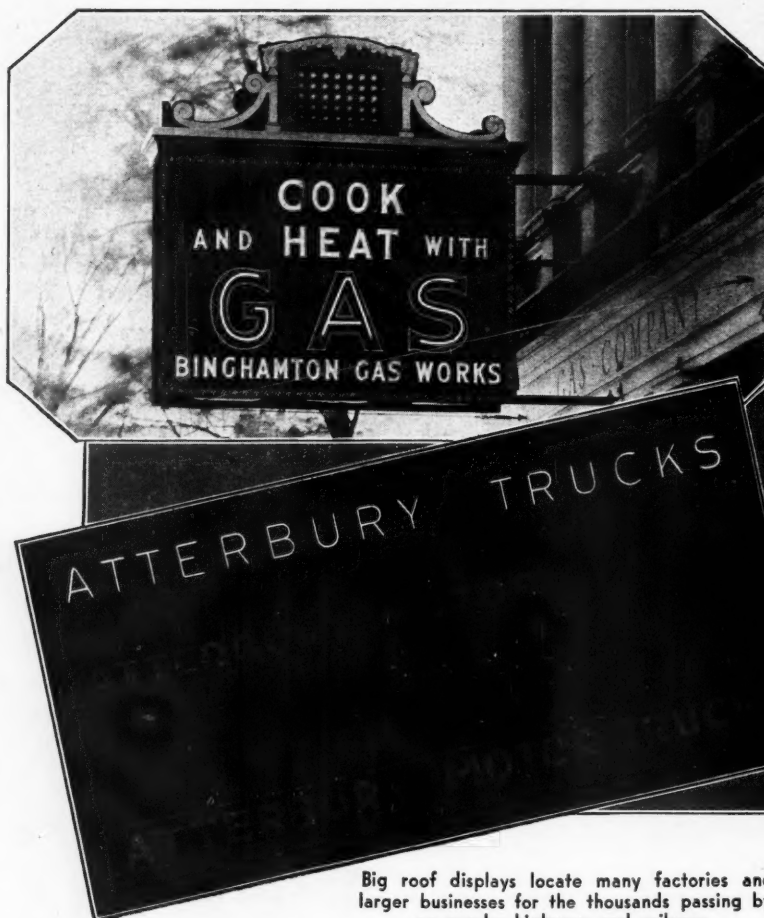
Incomparable among the signs for most users, however, are those that have the day-and-night letters of raised and rounded white glass—originated by the company, protected by patents—and moulded in the furnaces at the FLEXLUME plant.

Goodyear uses the striking combination of penetrating neon and clearly legible Raised Glass letters (illuminated from within) to strongly identify its dealer outlets and to iterate its familiar name.

Flashing background of exposed lamps, for spectacular effect, in combination with an outline of double red neon letters in channels, to burn "Gulf" into thousands of motorists' minds.



Advertisement



Big roof displays locate many factories and larger businesses for the thousands passing by on nearby highways and railways.



The Towers Hardware and Binghamton Gas signs illustrate unique effects that can be produced with moulded Raised Glass letters and flaming neon.

These letters, in bold relief, do not show shadows or light spots; and this superb effect is heightened by the FLEXLUME patented method of cross lighting the letters and other characters for long distance visibility and legibility.

The satisfied user is the best salesman for the products he employs to his own advantage. Out of FLEXLUME'S contact with customers for a quarter of a century has come a mass of user experience which of itself would tell the story of FLEXLUME and its electric signs. Yet if given in detail it would fill volume after volume.

The consensus of this user evidence is conclusive. FLEXLUME customers agree that a good electric sign is an investment, justified by increased sales and profits; that it does lift business out of obscurity in a way almost magical.

More important than freakish sales spurts, however, is the steady day and night pull of the electric sign—its constant aggression, month after month, year after year, without any intervals of let-down. FLEXLUME users stress this continuity value in the illuminated sign.

Other advertising mediums, however essential, are spotted with the necessary hiatus or gap—the wait between issues, or the longer intervals of interruption scheduled by the advertiser in his plan. On the other hand, the advertising sign carries its sales message without a break.

Even if the electric sign speaks to twice as many

people tomorrow, it costs no more than today. Ten thousand or a hundred thousand people—without additional expense!

Big names, and names waiting to be discovered by the people! The electric sign is not a standardized product, but so highly individualized that FLEXLUME users embrace the small and large alike. The coal shed in a small town; the colossal factory in the manufacturing maelstrom. The roadside stand, or the magnificent railroad terminal.

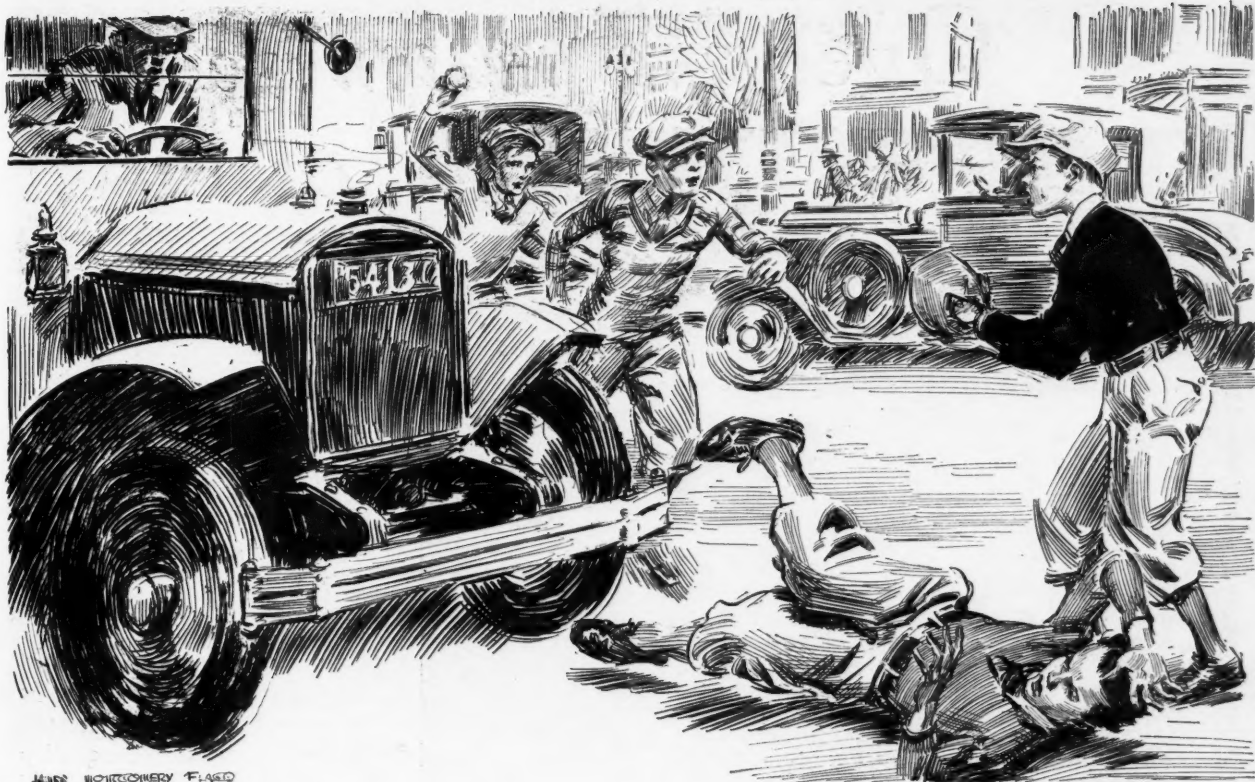
Just for example, the Western Union and the Postal Telegraph. These great service companies, that work day and night, believe in FLEXLUME. Together, the telegraph companies and FLEXLUME forge along everywhere, through sunshine and eclipse—and FLEXLUME is as truly alive as the wires themselves.

Such names as Goodyear, Standard Oil, Montgomery Ward, Stetson, Buick, Lee Tires, Nettleton, Pierce-Arrow, Nash. Or, for instance, Gulf, Nunn-Bush, Texaco, Bostonians, Wanamaker, Purol, Penn-Drake, Kelly-Springfield, International Shoe.

National Cash Register, Philco, Cities Service, Associated Gas and Electric, Statler, Bankers Trust, Sunset Route. For all these FLEXLUME electric displays are the magic spectacles that bring unnumbered millions of consumers close to the sellers of goods and service.

A department is maintained by FLEXLUME to prepare and submit, entirely without obligation, information about the values of electrical advertising for any business man who is interested. Address the FLEXLUME CORPORATION, 1110 Military Road, Buffalo, N. Y.

Advertisement



JAMES WICKGOREY FLEED

© 1930 Metropolitan Life Insurance Co.

Help the Healthy

More children between five and fifteen are killed by accidents than by diphtheria, scarlet fever, typhoid, appendicitis and measles — combined

MANY of the boys and girls who are killed by accidents are daring, adventurous, fun-loving, bubbling over with high spirits, ready to take chances, heedless of danger.

If children are not provided with proper playgrounds they will play in the streets — where most accidents happen. If they haven't been taught watchfulness on streets and highways, they are in danger every time they leave the house.

Twenty thousand children under 15 were killed last year by accidents — nearly 30 per cent of them by automobiles; the rest by drownings, burns, the careless use of firearms, falls and other causes.

You guard a delicate child instinctively.



Guard the healthy one thoughtfully. Teach him that only he can protect himself against dangers greater than disease.

People who have not learned reasonable caution in childhood are likely to continue to be heedless in later years. Eighty thousand people, 15 years of age or over, were killed by accidents last year. Falls on stairs or from rickety stepladders, chairs, boxes and window sills cause thousands of deaths at home.

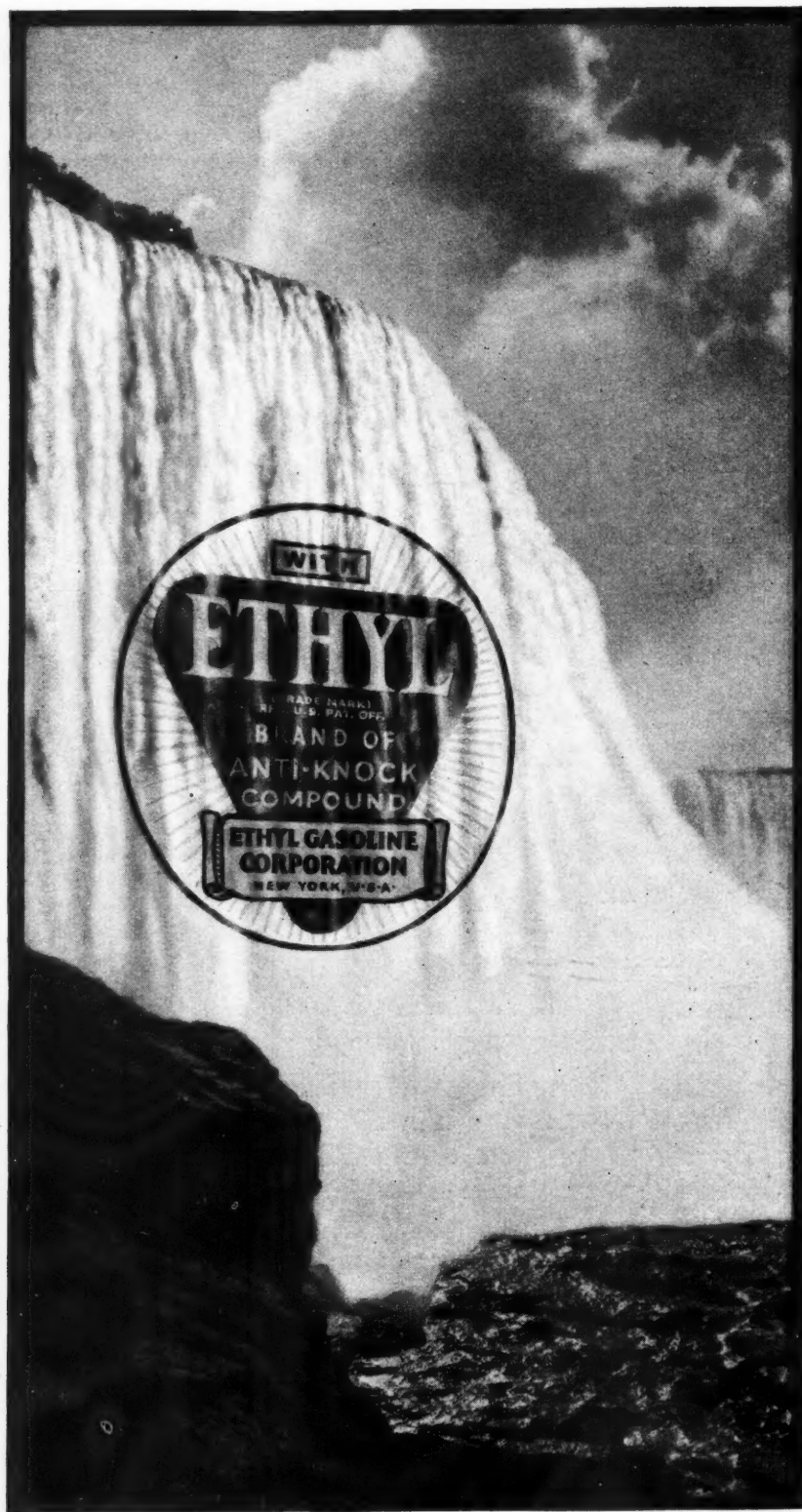
Accidents are the sixth greatest cause of death for people of all ages; the first cause of death among children from 5 to 15.

Send for Metropolitan's booklet on accident prevention. Ask for Booklet 530-V. Mailed free upon request.

METROPOLITAN LIFE INSURANCE COMPANY
FREDERICK H. ECKER, PRESIDENT

ONE MADISON AVE., NEW YORK, N. Y.

Over *one billion* gallons of Ethyl a year



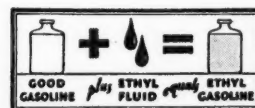
A NIAGARA of Ethyl Gasoline — over *one billion* gallons a year—now flows through the pumps bearing the Ethyl emblem.

That emblem means two things: 1. Each gallon contains enough Ethyl anti-knock fluid to "knock out that 'knock'" in cars of average compression and develop the additional power of the new high-compression cars. 2. Each gallon must conform to the specifications of the Ethyl Gasoline Corporation as to the quality of the base gasoline used—in volatility (quick starting) and minimum gum and sulphur content.

So remember that wherever you see the Ethyl emblem on a pump—no matter what oil company's name or brand is associated with it—it means "good gasoline of high anti-knock quality."

Remember too that while Ethyl Gasoline is colored red for identification, not all red gasolines are Ethyl. Always look for the Ethyl trademark.

Ethyl Gasoline Corporation, New York City.



Knocks out that "knock"

ETHYL IS GOOD FOR ANY CAR

Don't make the mistake of thinking that Ethyl is meant only for big, new, high-compression cars. Thousands of owners of small cars, old cars—cars of every sort—have found that Ethyl does just as much for them. Have you tried it?

The active ingredient now used in Ethyl fluid is tetraethyl lead.

© E. G. C. 1930

ETHYL GASOLINE

National and Foreign Affairs

(Continued from page 80)

Conference of 1919 officially ended the War. But as all the world knows that conference and its treaty did not end the War. For more than ten years the passions of 1918, now dying down, now flaming anew, kept France and Germany apart. French soldiers today still drill on German soil. But more than the ring of their hobnailed shoes on the cobbled villages along the Rhine, Article 430 has rankled in the German mind. For as long as that article remained, with its threat of French troops pouring into Germany as they poured into the Ruhr in 1923, the War was not over.

It was the same Premier Tardieu who last month led the battle in the Chamber of Deputies and Senate of France to ratify the Hague Protocol which formally adopts the Young Plan recommendations worked out last year. This bill passed the Deputies by 530 to 55, the Senate by 284 to 8, and was signed by President Doumergue on April 7. The month before it had been signed by President Hindenburg "with a heavy but resolute heart," on behalf of Germany.

Thus was launched the Hague Protocol which, with the help of the new Bank for International Settlements, takes German reparations out of politics and puts them on a business basis. It replaces the threat of military occupation with a special committee which will examine any defaults. And this committee, in the words of the Young Plan itself:

"Having satisfied themselves that the German authorities have used every effort in their power to fulfil their obligations, they shall indicate . . . what in their opinion are the measures that should be taken in regard to the application of the present Plan."

Thus responsibility for collecting German reparations is taken away from France. Article 430 of the Versailles Treaty is wiped out. Actually as well as officially, the War is over.

In June the last French troops will haul down the tricolor in the last of the occupied German provinces, and march across the border into France.

Retreat in Russia?

NEAR MOSCOW there was a priest who, more up to date than many of his fellows, preached to his flock of peasants the facts of their present lot. Rather than oppose Bolshevik attempts to communize them, they might as well recognize the inevitable. The priest quoted scripture to show the duty of obedience to authority, and dwelt on the communism of the early Christians.

That was last March, on a Sunday.

The following night the priest walked toward a barn, to see if newly collected seed grain might be stored there. A shot rang out, and the priest fell dead. A week later his church caught fire and burned to the ground. Suspicion fell on the local kulaks, or comparatively rich peasants, who are most bitter against giving up their own few acres for work on collectives, the Bolshevized—and to some extent modernized—farms.

Some weeks before this Comrade Makayef, Red writer and organizer, stood on the station platform in a little village in the Caucasus. He was explaining to peasants the position of local Bolshevik authorities on collectives. A savage mob finally rushed him, and when the melee was over, Comrade Makayef was dead.

These two stories, reported to the *New York Times* by its Russian correspondent, Walter Duranty, indicates why the Bolsheviks are weakening their drive to spread communism from the industrial cities to the dreary farms, where the overwhelming majority of Russians live as peasants.

For a year the tempo of attempted Bolshevization had quickened from month to month. But recently Joseph Stalin himself—officially secretary of the Communist party, but actually dictator of Russia—rebuked what he called the hot-heads and scorpions of his party for their excesses and extravagances in forcing collectivization. In no uncertain terms he called a halt to pressure by his own underlings. As in religion (see page 88), as in many social restrictions, the tempo of Bolshevization has slackened. Once more the peasants come to market in the villages; and there a trade not unlike that of capitalist countries is booming.

Is this retreat? Does it mean, as some have held, that the backbone of the Bolshevik drive on farms is broken, that once more Communism must give way before the hard facts of capitalism, as it did when Lenin set up the New Economic Policy in 1921?

When Stalin and his fellow Bolshevik rulers put their heads together in the Kremlin, the world outside, and even Russia, does not know what they decide. For the present the world must accept the word of the dictator himself, which is that the apparent retreat is merely the consolidation of ground already gained. And this every soldier knows to be, says Stalin, the only road to victory.

If Stalin's figures are right, there is ground for believing that restraint of hot-head communists is merely a move to prevent a peasant revolt like that which forced the New Economic Policy nine years ago. For in *Izvestia* and *Pravda*, the Government and Communist party newspapers, the dictator writes:

"Let us reckon now that the genuine collectives, not faked or fanciful collec-

tives, amount to 40 per cent. Is that not a prodigious achievement for the second year of the five-year plan, which called for only half that percentage at the end of the fifth year? And I know well that my 40 per cent. figure is below the reality in the grain production regions, some of which have been genuinely collectivized up to 80 or 90 per cent."

A New Tariff Draws Near

THE GENERAL tariff revision begun by Congress more than a year ago is in its final stage. One might be pardoned if he should fail to remember that the House first passed the tariff bill as long ago as May 28, 1929, by a vote of 264 to 147. There had been less than three weeks of debate in the lower branch, the measure being adopted practically as it had come from the Ways and Means Committee. The Republican steam-roller, some said, worked smoothly.

The Senate was more leisurely. There the Finance Committee alone took three months, laying its revised tariff before the Senate on September 4. Nearly eight months more came and went before the Senators had talked themselves out and were ready for a final vote on the bill, which by that time differed from the House measure in 1253 items. This vote in the Senate, 53 to 31, was taken on March 24. Seven Democrats voted with forty-six Republicans for the bill; five Republicans joined with twenty-six Democrats in opposition.

The Hawley tariff adopted by the House and the Smoot tariff adopted by the Senate, almost a year later, were thereupon sent to a special "conference" committee composed of three Republicans and two Democrats from each branch.

Senate prestige had suffered materially during ten months of dreary debate, and it must have come as a relief to many good citizens to be told by Tariff Commission experts that the average rate in the Senate bill was only 4.38 per cent. above that of the existing law. This was about half the average increase in the House measure.

This revision of the tariff has recalled the Payne-Aldrich tariff of 1909. Both revisions were the work of a Republican majority. Both were revisions upward of existing Republican tariffs. Both aroused bitter controversy between Old Guard Republicans and Progressive Republicans. The two other general tariff revisions since the Dingley Act of 1897 were occasioned by a change in party. Thus the Underwood law was the result of a Democratic majority in Congress in 1911, while the Fordney-McCumber law of 1922 represented the return of Republicans to power.

Prayers for Russia



ACTIVE ATHEISM

These huge caricatures of the Church and Czarism, made by New York Communists, are like those constantly used in Russian anti-religious propaganda.

WE ARE HERE to protest unanimously, fearlessly and unwaveringly against the use of state machinery for the propagation of atheism by the method of persecution. . . . Why this harrowing of the priests and bishops during all these years? That old lie taken over from Karl Marx, "Religion is the opiate of the people," dominates everything in Russia.

—Dr. J. H. RUSHBROOKE, London.

THE RELIGIOUS persecution in Russia is the most terrible ever known in history."

Paul Scheffer, correspondent of the *Berliner Tageblatt*, spoke thus the other day. The *Manchester Guardian* calls him "one of the best and fairest observers of the new Russia." And he was refused reentry into Russia last fall for writing too frankly of what he saw.

Early this year there was made public a Soviet decree dated April 8, 1929, defining the place of religion in Russia. The Pope, reading this, called on all mankind to offer prayers in behalf of the persecuted Russian peoples. The Archbishop of Canterbury, head of the Church of England, took up this call. Bishop Manning of New York in the Cathedral of St. John the Divine, like other American ministers, called upon his people and the people of all faiths to join the Pope and Archbishop in prayer and protest.

Jews, Catholics, Protestants were one in the movement. On March 16 churches,

cathedrals, and synagogues were overflowing with the thousands who prayed for the Russian people and their deliverance from Soviet persecution.

Meanwhile in Russia itself churches are being closed—more than a thousand since the first of the year. Church bells and ikons are pulled down from their places, and the buildings themselves become clubs, granaries, or amusement halls. Priests are arrested, sometimes exiled, sometimes executed. In Passover time it was ordered that matzoth, the Jewish passover bread, should not be sold. The League of the Godless held an Easter burlesque. With its slogan "For a Godless Moscow, for a Godless collectivized village," it laid plans for 10,000 new members. The Soviet Government though declaring that "the liberty of religious as well as anti-religious propaganda" has been granted to all citizens, itself actively supports the war on religion.

Nevertheless on the day before the world-wide protest of March 16 Joseph

WHAT, ACTUALLY, are the Bolsheviks doing to religion? Against what did the Protestants, Catholics, and Jews of the world protest? That question it is impossible to answer completely and accurately. We know only that persecution, somewhat as outlined above, exists. With the official status of religion in Russia, however, it is possible to be more specific. The recently published Bolshevik decree of a year ago, which is a document of some 6000 words, may be summarized as follows:

1) Religious organizations are not "juridical bodies." In the eyes of Russia's law, in other words, they have no rights; in fact they do not exist.

2) All churches must register within a year (which is now up). Those not registering will be closed.

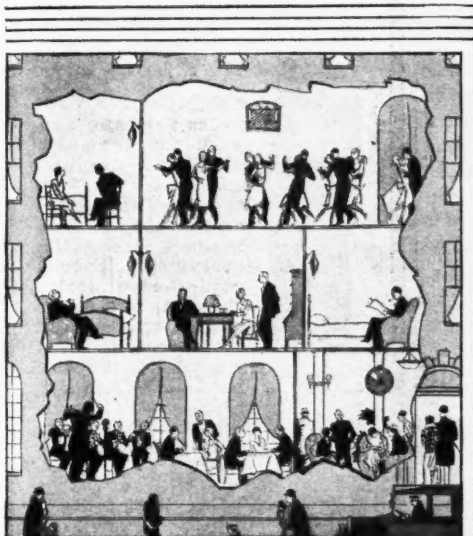
3) While individual churches are in a way provided for, national churches are practically impossible. They may have central executive organizations, but these may not have a central treasury, control property or "form any kind of enterprise."

4) All church property is nationalized. Churches may get it back again under contract, but are forbidden to use it "for any other purpose except the satisfaction of their religious needs."

5) No one may join a church or religious society until he is eighteen. He may join only one, and that must contain at least twenty persons.



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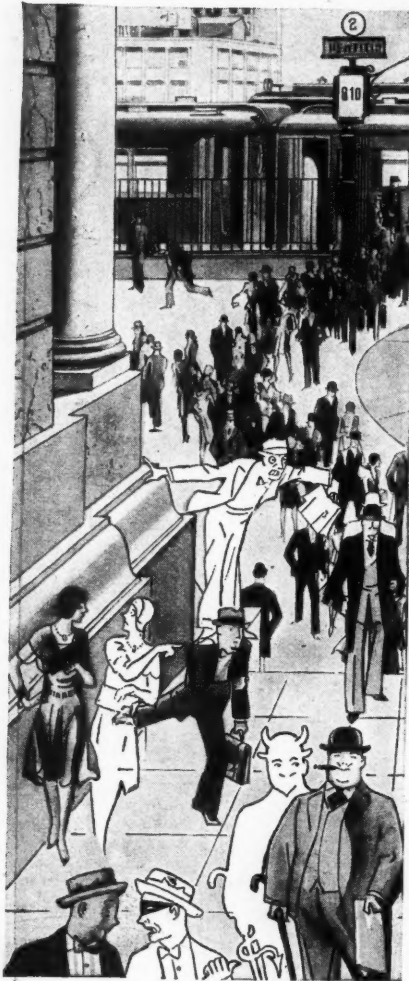
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AETNA-IZE

Religion

6) Material assistance from a church to a member is forbidden.

7) No church may hold “special meetings for children, youths, and women for prayer purposes and generally biblical, literary, needlework and other meetings for the teaching of religion.” Similarly church excursions, libraries and reading rooms, or organized sanitariums and medical assistance—to stop nursing by nuns—are forbidden.

8) Whether from accident or design, the report as published in this country does not use the word church. It speaks only of religious associations, cults, and prayer buildings.

AN AMERICAN commentator, Albert Jay Nock, writing in the *New Freeman* says: “The issue, I take it, is this: whether the Government of Russia does or does not interfere with the exercise of religion, or with the right of assembly for religious purposes. . . . According to the text of the law as published in the *Times*, I cannot find that it does. . . . What this law actually does, however, is to restrict the exercise of these rights to specifically religious purposes. . . . From the viewpoint of religion, it is impossible to see anything wrong with all this. From the viewpoint of ecclesiasticism, everything is wrong with it.”

Other commentators, notably the Catholic Reverend Edmund A. Walsh, have argued that the formal phraseology of the decree conceals the means of persecution. The constant insistence on registration of names, purposes, and actions, it is held, provides ready lists of victims for the Communists to persecute.

Father Walsh quotes Lenin's widow as saying that boys and girls in Russia must be made actively and passionately anti-religious. He also quotes Lunacharsky, Soviet Minister of Public Instruction until recently, as follows:

“Christian love is an obstacle to the development of the revolution. Down with love of one's neighbor. What we need is hatred. We must know how to hate; only thus shall we conquer the universe.”

UNTIL ABOUT 1700, when Peter the Great began his reforms, the Russian Orthodox Church elected its own head, a patriarch. Peter abolished the office of patriarch, made himself head of the Church, a complete union of Church with State, and gave it a governing body known as the Holy Synod. The Czar continued to be its head until the time of the revolution.

During all this time religious education was part of all schooling, and the priest in his village held a position with civil backing. The Soviets, in taking hold of Russia, found the past union of Church and State incompatible with their com-

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Religion

munistic ideals, based on Marxian principles which are essentially materialistic and anti-God. Hence there was an immediate breaking away of Church and State by a decree in 1918. Schools were separated entirely from the Church by this same decree.

What the future holds no man knows. But hope that some good will come of it is expressed by Edmund B. Chaffee, pastor of the Labor Temple, New York City. He writes in the Churchman:

"Many of us are disheartened by the unchristian ferocity of many of Christian folk, but we are dismayed likewise by the communist exhibition of anti-religious frenzy. We may put our position in a brief sentence thus: We pray that there may come free trade between our religious organizations and the communist parties. In that exchange we may hope that some vital religion will find its way into the minds of our communists, and some of their passion for social justice would pass into our churches. It would do both good. Communism and religion would both be better for it."

Religious Sidelights

NO LONGER will loyal members of the Catholic Action, principal Catholic organization in Italy, be deprived of membership in the Fascist party. Secretary General Turati of that party has so ordered. The Vatican is all smiles. Better conditions between Church and State are looked for. The Pope, commenting, said: "We see in this greater possibilities of coöperation for the propagation of good, for the expansion of the Kingdom of Christ, and for putting into effect everything that is beneficial."

● ● THE RIGHT REVEREND James de Wolf Perry, Bishop of Rhode Island, was elected Presiding Bishop of the Episcopal Church of the United States, on March 26, in Chicago. He succeeds Bishop Anderson, who died last January. This position is comparable to that of the Archbishop of Canterbury in England. Of the 134 bishops who compose the House of Bishops, 88 were present and 69 voted for Bishop Perry. His election was secured on the seventh ballot with one vote more than the necessary 68. Inasmuch as no nominating speeches are allowed, and no mention of a candidate's name in public can be made, the casting of only seven ballots is remarkable. Bishop Perry is fifty-eight years old, and has been nineteen years a bishop. Even at fifty-eight he represents the younger group of bishops.

Recently he sponsored a reorganization of the National Council, which, in simplifying the work of the council, will gradually effect a wider separation of the fiscal and spiritual affairs of the Church.



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Religion

Elected for a term of six years, Bishop Perry will have headquarters at the Church Missions House in New York City. He will be given leave of absence from his see, a salary of \$18,000, and all traveling expenses. This last is important, for the position requires considerable travel. In particular, Bishop Perry will go to England in 1931 to attend the Lambeth Conference.

● ● JOSEPH SMITH dreamed a dream, walked up a hill, and dug until he had found two gold tablets. Using two optical instruments found with the tablets, he translated their hieroglyphics from behind a curtain to two scribes. These formed the Book of Mormon. With that Joseph Smith gained enough followers to organize, on April 6, 1830, the Mormon Church, or the Church of Jesus Christ of Latter Day Saints. This month centennial celebrations are being held, principally at Cumorah Hill near Palmyra, New York, Independence, Missouri, and Salt Lake City. From its earliest days of only a few hundred followers, the Mormon Church has grown until today it numbers more than 600,000. Its missionaries, reaching into far corners of the world, total about 2000.

Radio Religion

A YEAR AGO in this department, under the title "Preaching to a Nation," appeared the story of religion via radio. Another year has passed, and there has just been published the annual report of religious broadcasting which says that religion took first place in all radio broadcasting for the year 1929.

In other words, religion has had the largest hearing of any regular radio program. This was made possible by the National Broadcasting Company, which supplied without charge all facilities for the 531 services. These reached out over all the United States, and a few of them were heard even in Persia and India. The whole movement is sponsored by the Federal Council of Churches of Christ in America, for which the Reverend Frank Goodman prepared this annual report.

In continuing the policy of non-denominational, non-sectarian services, 268 clergymen officiated without remuneration. They represented twenty different denominations. Expenses consisted in supplying the best of music on all programs, and certain other program and administration costs. In round numbers this amounted to \$100,000, which was met by a small group of laymen.

The report gives some idea of the enormous opportunity religion has been given to filter into every home and institution in the land. If 50,000 letters received during the year is any criterion, America is not indifferent to religion.



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The Price Level and the Morning After

By JOSEPH STAGG LAWRENCE

THE DROOPING DISPOSITION of the price level has brought concern and even consternation to a world suffering from aching joints and that bad-taste-in-the-mouth feeling. The whole shadowy profession of business palm-readers—statisticians, economists, editors—is clustered about the patient. Discordant verdicts come from the bedside. He suffers from high interest rates. He suffers from low interest rates. He suffers from the vicious conspiracy of the “interests.” He suffers from Communism, from high tariffs, from low tariffs, from inadequate gold supplies, from spots on the sun, from too many expert diagnosticians.

The man in the street tries to do some heavy thinking. As he listens to the evidence he becomes increasingly uncomfortable. He tears at his few remaining hairs. He is the picture of despair. Finally he gives it up as a bad job.

What is a price level? It is an average of prices. Prices of what? What kind of average? Does the level include a ham sandwich? Is it a ham sandwich in the Astor, in Childs', or in the home? Does the level include the ham and the bread separately? Does it include the hog that provided the ham, the corn that raised the hog, the farmer—no, that would be going too far. Do we take an average of red pepper and beefsteak? Then a rise of 100 per cent. in the price of pepper would raise the average of the two 50 per cent. These and other questions assail the common man as he listens in.

In his inelegant and unscholarly way, he has placed his finger on some difficulties which definitely impede any intelligent discussion of the price problem. Prices possess a significance in two directions: as they affect the producer, and as they affect the consumer. If the price of wheat drops ten cents a bushel, it may prove disastrous to the farmer whose margin of profit is equalled precisely by that ten cents. On the other hand, the final consumer—standing at the end of a long productive and distributive process

IS THE OLD, familiar High Cost of Living a thing of the past? The author argues that it is not. Wholesale prices, it is true, have declined 5 per cent. within a year; and 92 cents will buy as much as a full dollar could in 1926. Overproduction is invariably the cause. But reductions require a long time to pass from wholesaler to consumer. Sometimes, indeed, they never survive the trip.

—may continue to pay the same price for bread. The loss in this case is concentrated. The compensating benefits are diffused. The price index which measures the farmer's loss will hardly account for the consumer's gain.

The world is as full of indices as a raspberry is full of seeds. Unlike the latter, each index has a “little movement all its own.” Without going into the separate merits of all these troublesome indicators, let it suffice us to say here that each of the doctors contending for his own pet diagnosis can find some index that will support him. Should this not be the case, he can go out and build a nice little index which will turn the trick. The writer knows one statistician, prominent and extremely well paid, who, in the course of a single year, employed two different indices to prove two mutually contradictory points.

Our most common price index is that of the Bureau of Labor Statistics. It is made up of the wholesale prices of 550 commodities weighted according to their relative importance in the scale of consumption. Thus red pepper and beefsteak do not receive the same emphasis. This index is probably as perfect as such a

composite scale can be made by ordinary mortals. Nevertheless, it is a faulty and woefully inadequate instrument for the measurement of price changes. It is made up largely of raw materials and semi-finished products whose qualities can be standardized. It works well for such commodities as cotton, wheat and pig iron, where various grades can be identified. But try to put an automobile or a suit of clothes in such an index! A small fortune separates the best and the poorest cars, and even the same make can hardly be recognized as the strict lineal descendant of its five-year-old ancestor. The greatest defect of this wholesale price index is that the commodities which it embraces account for only \$5 out of every \$100 which the American nation spends.

So far the decline in prices has affected only our wholesale index; and this, vociferous ballyhoo to the contrary notwithstanding, is of insignificant proportions, a little less than 5 per cent. since the peak of last summer. So small has been this decline, and so completely confined to certain wholesale commodities which enjoy spectacular publicity, that the housewife is not aware of the change. She is paying less for coffee (thanks to Bra-

WHOLESALE PRICES—GOING DOWN!

	Farm Products	Foods	Textile Products	Metals and Metal Products	Building Materials	All Commodities
1929						
January	105.9	98.8	96.4	103.6	96.6	97.2
February	105.4	98.1	96.1	105.4	97.5	96.7
1930						
January	101.0	97.2	89.4	101.2	96.2	93.4
February	98.0	95.5	88.3	100.9	95.7	92.1

These items are selected from the monthly price index of the Bureau of Labor Statistics, an agency within the Department of Labor, at Washington. Prices prevailing throughout the year 1926 form the basis, or par, or 100.

Investment Advice

Advice is a term often used and often misunderstood. Analysis rather than advice, should be the first step in any investment decision. Every investor, before purchasing any type of securities should analyze thoroughly his own financial position.

Then when his own individual problems are clearly defined and understood, a competent investment organization should be consulted.

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Finance and Business

zilian farm relief) and butter, but much more for potatoes. The lingering prospect for further economies through a decline in sugar has been interred by the United States Senate. The level of retail prices is practically the same today as it was a year ago.

The declines that have furnished newspaper headlines, and worried all the experts, relate principally to farm crops and construction materials. The heroics of the Farm Board in attempting to arrest the fall of cotton and wheat require no repetition. These two commodities are heavily weighted in the wholesale index. Certain construction materials—such as

mental faith with many economists. Gold is the base of credit. Credit is used to make purchases. If the prices paid for these purchases decline, it is only because the buyers have not the credit to pay higher prices. Why do they not have sufficient credit? Because we do not have sufficient gold. That is very clear. It would have the additional merit of excellence if it were true.

Gold is a limiting factor upon credit only in so far as it is present in bank reserves and is strained by the structure of credit which rests upon it. The facts are that the central banks of the world, the final reservoirs of gold as they are of

The changes which this era of ferment have caused have given us an increasing sediment of workless workers. The prickle in the bubble of our optimism, which returned us ruthlessly to reality last fall, served only to emphasize further the tragedy of idleness.

OUR AMERICAN is an invincible Optimist. To him everything is always for the best in this best of all possible worlds. He is bullish on his stocks, on his community, on his country, and on himself. Such a sanguine temperament is bound to carry to periodic excesses the poor mortal body which it animates. This emotional intemperance is abetted by the state itself. Both political parties modestly lay claim to the power of invoking and retaining prosperity. Thus, when the heavens are dark, when the clouds are torn asunder by the fury of the storm, when staccato lightning stays our vision and our knees address each other in silent trepidation, Washington announces that the skies are smiling, the sun is shining, and the birds are twittering melodiously in the tree tops.

This sunny disposition sent the American off on a protracted jag in securities and production. He dwelt in a land of milk and honey, where angels warbled and one beautiful day hastened to make room for the next. The sad tale has already been told. Came a day when he was compelled to reckon with the indigestible accumulations of indiscreet hours. Ah, the dull hours that followed, stock losses, price declines, unemployment! And it will happen again.

Chase National, Our Biggest Bank

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If stockholders late in April ratify decisions made by their directors, the Equitable Trust Company and the Interstate Trust Company will merge with the old Chase National, the combined bank then having fifty-two offices within the city of New York. It will have a capital of \$148,000,000, a surplus of the same amount, and undivided profits and reserves equal to approximately half its capital. With the assets of the affiliated

PRICES OF FARM PRODUCTS, AT THE FARM

1929	27 Com- modities	Grains	Fruits and Vegetables	Meat Animals	Dairy and Poultry Products	Cotton and Cotton-seed
January	133	115	109	146	149	148
February	136	123	111	150	148	149
1930						
January	134	118	167	146	146	128
February	131	115	168	150	136	121

These are figures compiled by the Department of Agriculture. The six-year average 1909-1914 furnishes the basis of 100. In contrast, the retail prices paid by farmers for living and production commodities did not vary, during the whole year, from the index number 155.

brick, tile, and cement—have also shown a sinking weakness. Agricultural products and building materials have been failing definitely only during the last seven or eight months, and this fact should be borne in mind in considering causes. Chemicals and petroleum are also in our failing list, but they are old inmates and have been with us for several years.

THE LAYMAN has been impressed by three things, which are associated in his mind like the "calamitous and concomitant circumstances" of Lord Chatham. They are the crash in the stock market, the decline in prices, and unemployment. Are they not related to one another as cause and effect? The sequence is plausible. Stocks crashed, causing all prices to fall, in turn causing unemployment. Our task here is to determine the position of commodity prices in this triune disaster.

The popular chain of causation suggested is entirely too obvious to merit the attention of the learned men who are feeling the pulse of our price-level patient. He was not put on his back by the security debacle, nor did his illness in turn drive millions of workers out of employment. Some of the better known scholars have denied all causal connection between this simultaneous trinity of ailments.

Irving Fisher has voiced the feeling of the group by placing his finger on an alleged gold shortage as the cause of price declines and pervading distress. The relation between gold supplies and general prices has become an article of funda-

credit, have more than doubled their holdings of the honey colored metal since 1914. They have more gold in relation to their liabilities, and hold a greater margin over present legal requirements, than at any time since 1914.

The commodities which are suffering now from price declines are paying the penalties of overproduction. This is true of farm crops beyond all peradventure. The Farm Board is contending with an appalling surplus of wheat and cotton. Construction materials are in the same category. Their output was adjusted to a feverish peak of construction activity, which has compensated for war-time retardation and has apparently carried us well beyond. The decline in prices of these commodities as well as the unemployment in the industries producing them are the result of earlier super-optimism, which carried their output and capacity well beyond the needs of the day. We have had price declines in chemicals and petroleum, but employment in those two industries is above normal.

While unemployment has been aggravated by the developments of the past few months, it cannot be attributed either to price declines or the stock crash. It has been pressing increasingly upon our attention in this decade of far-reaching technological adjustments in industry. The inventive genius of man has stimulated the output per worker in many lines where labor economy has not been compensated by an increased demand for the product. The American does not eat more bread because the productive efficiency of the American farmer has been improved.



The strength of wide diversification

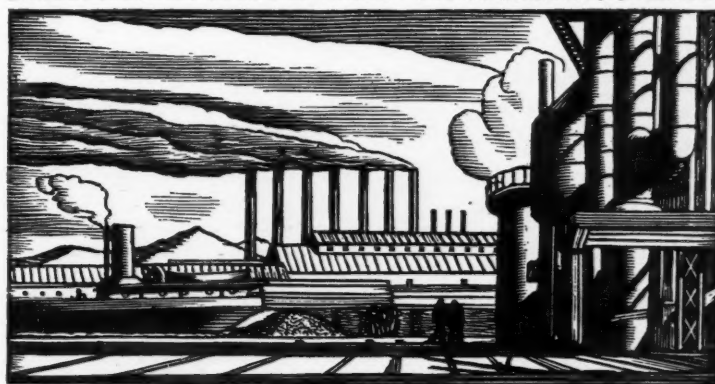
WIDE diversification of investments contributes to safety of principal and stability of income. Such employment of capital in numerous and varied investments is only practicable with relatively large funds. Many investors are availing themselves of the facilities of well established investment companies for the distribution of risk in this way.

For years the American Founders group of investment companies has been diversifying its funds among bonds, preferred stocks and common stocks, and among securities representative of many types of business, domestic and foreign. United Founders Corporation,

through its large stock interest in American Founders Corporation, shares the strength of this diversification. In addition, United Founders has substantial holdings in public utility and other important fields.

United Founders Corporation is owned by more than 60,000 stockholders.

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LONDON PARIS BRUSSELS LIVERPOOL HAVRE ANTWERP

CAPITAL, SURPLUS AND UNDIVIDED PROFITS

MORE THAN \$290,000,000

Finance

Chase Securities Corporation, the total capital assets of the consolidated bank come close to \$500,000,000. Combined deposits exceed \$2,000,000,000.

So vast an institution must have a super-organization. Thus there will be a president, Winthrop E. Aldrich. Higher up (presumably) there will be a chairman of the board of directors—Charles S. McCain. Still higher (still presumably) there is to be a chairman of the executive committee—John McHugh. At the very top is a new office, fit for such a financial giant, that of chairman of the governing board, graced by Albert H. Wiggin. Chairman Wiggin came to the Chase National in 1904, as a vice-president, after a banking career in Boston that had its beginnings in a clerkship at the age of seventeen. He is a minister's son, whose formal education ended in high school. President Aldrich is a lawyer by profession, an example of the way in which legal training and experience furnish a shortcut to leadership in big business. He is forty-three years old, a graduate of Harvard, son of the late Senator Aldrich of Rhode Island, and brother-in-law of John D. Rockefeller, Jr.

The National City Bank, which merged last year with the Farmers Loan and Trust Company, moves back to second place in the group of great banks. London Midland is next. The third largest American bank is the Guaranty Trust Company of New York.

Light on Federal Reserve Policy

GATES MCGARRAH's new post at the Bank for International Settlements—Europe's clearing-house under the Young Plan—may not furnish more fireworks than his recent job as Federal Reserve Agent and Chairman of the Federal Reserve Bank of New York. Before sailing he rendered his final report to authorities at Washington, recalling three major features of financial 1929: first, insatiable demand for credit for the security markets; then drastic liquidation; finally, business recession.

The government bank at New York, of which he was head, saw its members' borrowings treble from January to July. It looked on with further concern while wealthy corporations and individuals almost took over from the banks the business of lending money to brokers on securities. From January to October alone those loans made by the banks "for others" expanded by as much as 1700 million dollars.

This annual report of the Federal Reserve Bank throws light on the situation which existed a year ago, leading up to the crash. Note the following significant

"He made his own test—now he puts *all* his surplus in sound, income-yielding securities"



FRANK P. DOYLE, President of the Exchange Bank of Santa Rosa, tells of a young rancher who found out for himself something about how—and how not—to invest.



"We worked along until these orchards showed a profit, in bad years as well as in good."

FRANK P. DOYLE, President of the Exchange Bank of Santa Rosa, has taken a leading part in activities connected with the bridging of the Golden Gate. He is a Director of the Golden Gate Association and also of the Redwood Empire Association.

WHEN this young rancher—let's call him Jack—came to Santa Rosa about ten years ago, he was just out of college.

"His father owned large apple orchards and a dehydrating plant, but they were in a decidedly run-down condition.

"I have always been interested in our ranches and our ranchers and this young fellow fell into the way of consulting me about ways and means to build up the family property.

"We worked along together until both the orchards and the plant showed a profit, in bad years as well as in good.

"Then one day about two years ago he came into the bank to talk about investing a few thousand dollars he had accumulated. He wanted to invest it in a highly speculative stock.

"Now Jack," I said to him, "We can't

make a \$10 bill out of a \$5 bill. At least mighty few of us can."

"Oh, but Mr. Doyle, this stock has already gone to almost twice what it was a year ago," he protested.

"Well, the bubble is sure to burst eventually," I told him.

"He listened to me and admitted most of my arguments—and yet he couldn't quite resist taking this chance of a quick profit. Finally, he decided to put part of his money in the speculative venture and part in the substantial investments I suggested. He wanted to try it out for himself.

"A few weeks ago he came in looking rather rueful, and told me the bubble had burst. His speculative stock is gone—but his sound investments he still has, with principal intact and interest coming in regularly. Now he puts *all* his surplus in sound, income-yielding securities."

Bankers who have the confidence of their communities, as has Mr. Doyle, will invariably be found the most ardent advocates of safety as the first and most important principle of investment.

These bankers throughout America know favorably the offerings of S. W. Straus & Co., and choose from them for recommendation to investors and for their own reserves. From these offerings thousands of investors have made their selections, many of them exclusively, for twenty years and more.

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60 OFFICERS

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As a national manufacturer, do you realize the great possibilities in the big St. Louis market; or, as a national distributor, have you overlooked the fact that St. Louis is the distribution center of a large section of the entire Country?... We want you to know the First National Bank, St. Louis' largest bank, invites not only the consideration of a St. Louis financial connection, but the consideration of experienced co-operation in all matters pertaining to the great market in St. Louis and surrounding territory.

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of
Investment Terms

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for this
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Defines such terms as "Bear" or "Bull Market," "Collateral Trust First Mortgage, and Debenture Bonds," "Bonds vs. Stocks," "Holding Company," "Listed vs. Unlisted Securities," and scores of other terms unfamiliar to many investors. Special articles on "Points to Consider When Buying a Bond," and other helpful subjects. Write, without obligation for this informative booklet and our latest list of offerings.

R.E. WILSEY & COMPANY

New York *Investment Securities* Los Angeles
1225 State Bank Building, Chicago

Finance

statement: "For a number of weeks from February to May the directors of the Federal Reserve Bank of New York voted an increase in the discount rate from 5 to 6 per cent. This increase was not approved by the Federal Reserve Board." Later on the same report reminds us that the rate was finally increased, but not until August 9.

A concise word-picture of the strain on our banking system during the last week of October and the first two weeks of November, is here quoted from Mr. McGarrah's report:

"As stock prices broke under force of the dumping on the market of successive layers of inadequately margined stock, and as rumors were circulated of a possible closing of the Stock Exchange, these lenders other than banks became fearful as to the safety and availability of their funds and asked the banks acting as their agents to call these loans. Within a week a total of \$1,400,000,000 of these loans was withdrawn from the market. In addition, out-of-town banks called about \$700,000,000 of such loans, a considerable part of which probably represented loans for their customers.

"This huge withdrawal of funds was only prevented from adding a serious money shortage to a security panic by the willingness and capacity of the New York City banks to replace with their own funds the loans withdrawn, relying upon the assurance that they could depend upon the availability of Federal Reserve credit. In this way the New York banks were called upon in a single week to increase their loans and investments by \$1,400,000,000.

"Since the deposits of these banks increased correspondingly, their required reserves with the Federal Reserve Bank also increased proportionately and they were suddenly required to find more than \$200,000,000 of additional reserve funds. It was at this point that the Federal Reserve Bank aided its members in meeting this huge demand by purchasing 120 million dollars of Government securities, in two days when the situation was most critical. Thus the banks found it necessary to meet only a part of the increased demand for credit by additional borrowing and they were able to furnish the funds needed without any increase in the money rate. The emergency demand for funds passed without serious disturbance."

Britain's Financier-Socialist

PHILIP SNOWDEN, Laborite Chancellor of the British Exchequer in Ramsay MacDonald's cabinet, possesses all the qualities which the American people admire in a presidential can-

CITIES SERVICE

pays monthly dividends to more than 359,000 owners of its Common Stock

THIS month CITIES SERVICE COMPANY paid dividends to more than 359,000 holders of its Common stock. It was the 210th dividend paid Common shareholders.

CITIES SERVICE is one of the largest and most profitable partnership enterprises in the world. Since its formation in 1910, CITIES SERVICE COMPANY has paid in interest and dividends to its security holders more than \$225,000,000 in cash and stock. The organization now has more than 600,000 security holders.

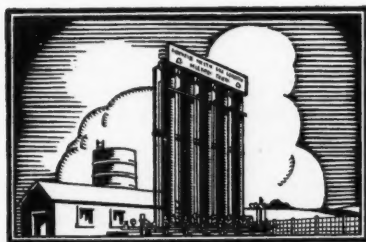
Because of the essential nature of CITIES SERVICE enterprises—the production and distribution of electricity, gas and petroleum products—earnings grow with the country, without the wide fluctuations inherent in less essential

businesses. The products and services sold by CITIES SERVICE are becoming each year in greater demand, because they are necessities of modern life.

At the current market price, CITIES SERVICE Common stock yields, annually, over 6½% in stock and cash—payable monthly.

When you invest in CITIES SERVICE Common stock you become a partner in one of the largest industrial organizations in the country, with a record of 19 years of growth—and an assured future of greater usefulness.

Mail the coupon below and we will send you, without obligation on your part, an interesting booklet describing CITIES SERVICE and its investment securities.




Natural gasolene extraction equipment at the Magenta, Louisiana, Plant of Arkansas Natural Gas Corporation.

ARKANSAS NATURAL GAS CORPORATION

THIS corporation, directly or through its subsidiaries, produces, transports and distributes (both at wholesale and retail) natural gas; produces petroleum and owns and operates natural gasolene plants. The Arkansas Natural Gas Corporation, directly or through subsidiaries, owns 2,900 miles of natural gas transmission and distribution lines in Arkansas, Louisiana and Texas. 71,500 customers are supplied at retail, and the territory served has a population estimated at 475,000.

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Send copy of booklet describing the Cities Service organization and the investment possibilities of its securities.

Name

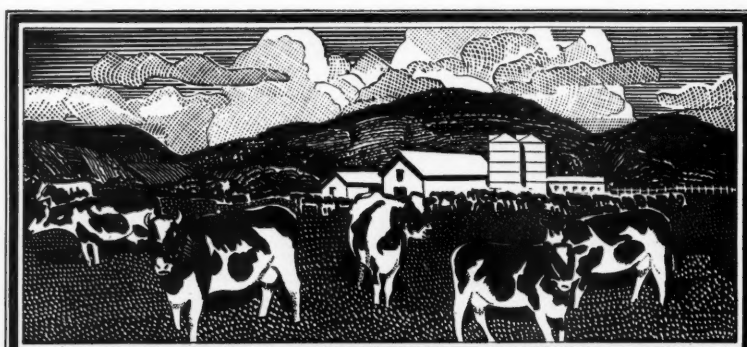
Address

City

190



MONTANA DAIRYING



THE West has fenced the ranges . . . Cattle raising grows less picturesque but more productive, reflecting the modern industrial trend of western agriculture. Dairying is typical of broadened, diversified farming in the eleven western states.

Montana—unsatisfied with wheat leadership, vast minerals, and swift expansion of cultivated acreage—more than tripled the production of butter during the past eight years. Forty percent of a 16,600,000-pound output is shipped out of the state to national consuming centers.

Two-fifths of this comes to California. Here, dairying leads the agricultural industry in the nation's leading agricultural state, but consumption and distribution exceed California's own output by 50,000,000 pounds yearly . . . Montana and other states of the Western Empire supply the extra demand, including over a million pounds for export.

BANKING,
in this pivotal city,
sponsors regional development in the West
... serves business nationally through banking correspondence
... promotes foreign trade with lands bordering the Pacific Ocean.

***** Montana products travel a thousand miles to California as a progressively great consumer market ... to the Port of San Francisco as industrial capital of the West and key distributing center in domestic and foreign trade.



CROCKER FIRST NATIONAL
BANK of SAN FRANCISCO * Identical ownership with
Crocker First Federal Trust Company * Crocker First Company

The Common Sense of Money and Investments

Some A B C instruction by Merryle S. Rukeyser, financial editor and lecturer at Columbia University, who has guided over 30,000 large and small investors.

This book answers, simply and clearly and completely, the many questions which most of us would ask if we could spend a few hours in frank conversation with a real financial expert. Any person who has money invested in stocks or bonds or real estate, any person who anticipates having money to invest, will do well to read it carefully at

once, and to keep it as a guide always to be referred to as the need arises.

Above all, it is a book of guidance, a book meant to teach you how to earn more money than you do now, to save more money than you do, how to keep your money from being filched from you, legally or illegally, how to make your money increase instead of diminish.

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Finance

didate. His parents were poor but honest. He is self-educated, and partially crippled. He became a socialist from personal acquaintance with the grim conditions of working class life.

In 1906 he was sent to Parliament, where he remained until 1918. He was sarcastic, even acid, in utterance—with unlimited command of invective. He denounced fiercely the pampered aristocrats of English politics, never seeking compromise. Then came the World War.

On this issue he moved not an inch from his convictions, like MacDonald, opposing it to the last ditch. The war was an unholy thing; he refused to make recruiting speeches, and in Parliament he repeatedly demanded a speedy end to the conflict. He became generally hated, welcoming the Russian Revolution of 1917 and denouncing the "imperialistic" Lloyd George and his coterie of militarists. In 1918, as a result, he was overwhelmed at the polls and stayed out of the House of Commons for four years. In '22 the war fever was dead, Lloyd George was out of favor, and Snowden was reelected. There were a million men unemployed and Britain was at loose ends.

Presently MacDonald became premier, with Snowden in charge of the Exchequer. In office less than a year, they returned to power in 1929. Then Snowden went to The Hague to confer with other international financiers on the Young Plan for German reparations. He returned home, following the negotiations, a *hero*!

"What was the secret of that change?" asks Harold J. Laski, in the April *Harpers*. "Partly, of course, the relief at finding an English statesman with a view of his own at an international conference and a determination to maintain it even if the price were breakdown; partly the pleasure Englishmen invariably feel at the spectacle of an obstinate man fighting his way to victory with the odds against him. Englishmen were delighted. . . . A half-respectable socialist cabinet was transformed at a stroke into a national government."

Snowden is from Yorkshire, of the upper working class. The regional characteristics of sincerity, obstinacy, dourness, and melancholy humor—Scotlike—are his own. He is neither cultured nor reflective; but of the stuff of Cromwell's Ironsides. To him politics is not a game, but a principle of theological importance. With Red Revolution he has little sympathy, believing in the gradual transition of which he is optimistic. The man who stops work to attend a football match he probably regards as an enemy to society. He is of the epoch of the old-fashioned trade unionist.

No patriot, he would not expend one life to make the map red. He does not glory in the top-heavy British Empire. But he unconsciously assumes that En-

Finance

English ways of life are the finest in the world—a harmless conviction. Utterly tactless in his methods, he will never achieve the Stresemann niche as benefactor of mankind.

"I believe," says Mr. Laski, "that ten years of Mr. Snowden at the Exchequer would give him a reputation as one of the preëminent Chancellors in British financial history. . . . So long as he is there, the middle class of England will feel that the Labor Party is not a danger to its existence."

Poland's Great Fair

AN IMPORTANT EVENT in the annals of European trade is the International Poznan (Posen) Fair, which is being held between April 27 and May 4. Ranking among the six largest commercial gatherings of the kind in Europe, it is advertised as a valuable opportunity for acquaintance with the Polish market. Foreign trade for Poland reached \$664,000,000 in 1929.

For American manufacturers the fair has a definite interest. Suitable selling agents must be secured, preferably familiar with the language; and comparison with the output of competitors is always desirable. Here is a good opportunity. Furthermore, Polish buyers are eager for direct contact with foreign manufacturers, eliminating intermediaries.

The fair grounds occupy 500,000 square feet, with fireproof pavilions. Last year seventeen foreign countries were represented, and 30 per cent. of the exhibitors were foreign. The fair itself "is a free wholesale market designed to serve the retailer and not, as is the case with exhibitions, the general public"—according to the *March Poland*. Main divisions include furniture and basket work; agricultural products; building materials, alimentation, musical instruments; motor cars; and other lines combined.

"Poznan [formerly situated in eastern Prussia] is a modern town of over 250,000 inhabitants," says *Poland*. "It is an important commercial center, seven and a half hours by train from Berlin."

Does Advertising Pay? Ask Atlanta!

EMERSON ASSERTED that if a man makes a better mousetrap than his neighbor though he build his house in the woods the world will make a beaten path to his door. But Emerson is old-fashioned. Times have changed. Now one must tell the world about that better mousetrap, else one's neighbor will brag about his and flood the market. The average man would never have known about halitosis, and would obviously have failed to buy the remedy, if it had not

SOUTHERN CITIES BEHIND SOUTHERN PROGRESS



LITTLE ROCK METROPOLIS OF THE MID-SOUTH

Just 25 years prior to the Civil War, Arkansas first became a State. Practically speaking, recent years have witnessed the major progress of this State and its pivotal city, Little Rock.

In 1900 Little Rock had 38,000 population. Today 80,000 people live and work in this important trading center of a marvelously rich, steadily growing and industrializing commonwealth. Little Rock is in the center of the mid-south... one of the richest sections of this country... a section which is now tapping, in earnest, its resources. With modern shipping facilities and abundant cheap power... water, oil, coal... Little Rock is fast attracting industries and solidly building another American metropolis.

Compare, with a generation ago, the present size of Southern cities, the present importance of Southern industry, the mounting purchasing power of the South! If you have only casually noticed the South's progress, these comparisons will surprise you.

Securities of municipalities, railroads, utilities and industries in the South, or sharing in the South's growing business, are now finding increasing favor with well-informed investors. As Southern bankers, long familiar with the South and with sound Southern securities, permit us to send you our current investment suggestions. Mailed without obligation.

WE BANK ON THE SOUTH

CALDWELL & COMPANY

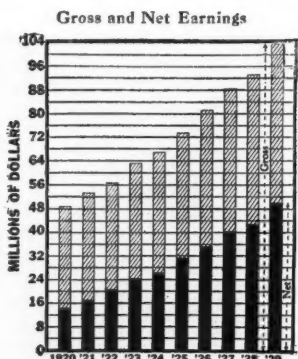
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Founded in 1852



The Largest Earnings in History

SURELY and steadily Associated Gas and Electric System gross and net earnings grow—a result of the usefulness and value of the service rendered.

Significant of Associated System stability were the earnings for the month of December, 1929. While other industries reported declines, the Associated System continued its forward movement with earnings 7% greater than for the same month of 1928.

Write for our new illustrated booklet "E4" on the Class A Stock

Associated Gas and Electric Company

Incorporated in 1906

61 Broadway



New York

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TYPEWRITER 1/2 Price
World's best makes—Underwood, Remington, Royal—also portables—prices smashed to below half. (Easy terms.)
SEND NO MONEY!

All late models completely rebuilt and refinished brand new. Guaranteed for ten years. Send no money—big free catalog shows actual machines in full colors. Get our direct-to-you easy payment plan and 10 day free trial offer. Amazing values—send at once.
International Typewriter Exch., Dept. 558, Chicago



Finance

been for this message of the self-advertiser; nor would cathedral authorities in New York be likely to know of the superior merits of a pipe organ built at St. Louis.

So Atlanta, in 1925, decided to advertise itself to the world. At the moment it was facing a period of local depression. Nearby Florida had been attracting more than its share of outside leadership and capital, not only from the North but from Georgia as well. A fund of \$250,000 was raised among Atlantans in four days, a dollar for each inhabitant, and an advertising campaign in magazines and newspapers was undertaken. That was merely a start, for the benefits soon were apparent; 169 new concerns came to Atlanta during the first year, 1926. The campaign then became one of four years' duration with a total of \$683,000 raised and spent. While the Chamber of Commerce fathered the idea, it was sponsored also by other business organizations and supported by thousands of individual contributors.

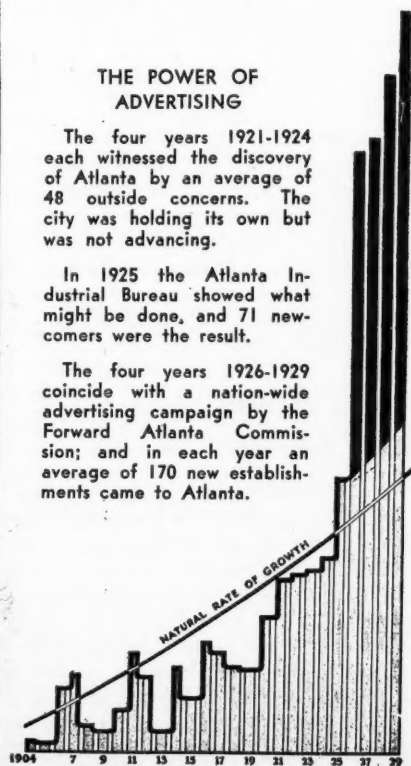
Readers of the REVIEW OF REVIEWS are familiar with Atlanta's claims as an industrial and distributing center of the South, for this magazine carried the city's advertising during all the four years. The fundamental assertions were that an industry cannot hope to serve the entire country from one point; that the South is America's fastest growing market; that Atlanta is the distribution city of the South. Supplementing this advertising in magazines and newspapers there was careful and extensive distribution of booklets.

THE POWER OF ADVERTISING

The four years 1921-1924 each witnessed the discovery of Atlanta by an average of 48 outside concerns. The city was holding its own but was not advancing.

In 1925 the Atlanta Industrial Bureau showed what might be done, and 71 newcomers were the result.

The four years 1926-1929 coincide with a nation-wide advertising campaign by the Forward Atlanta Commission; and in each year an average of 170 new establishments came to Atlanta.



Finance

What were the results of this expenditure of effort and money? In the four years, 1926-1929, a total of 679 establishments came to Atlanta, giving employment to 17,421 persons, with an estimated annual payroll exceeding \$30,000,000.

Thus did Atlanta rise from the ashes, to adapt one of its own phrases, in a single, concentrated effort. The business leaders of the city did more than they aimed to do. They accomplished the result desired; but, more than that, they set a commendable example for others.

Uncle Sam's Business

FOR PERSONAL services rendered during a year, to more than a hundred and twenty million customers, the Government collects a fee. It varies considerably, if not in its rate then in its yield. In recent months there have been more uncertain factors than usual: First, the year 1929 furnished a high record in corporation earnings. Second, it brought individual capital losses not yet calculable. Third, it witnessed diminishing imports and therefore diminishing customs receipts.

March is the month wherein Uncle Sam learns quite definitely what his income is to be; for the tax on corporation and individual incomes, which furnishes two-thirds of his spending money, becomes a known quantity then. The remaining third of Uncle Sam's cash comes largely from the stamp tax on tobacco and from the tariff labors of Congress.

President Hoover was able to announce on April 4 that corporation income taxes this year will not fall short of collections during 1929, notwithstanding a reduction in the rate from 12 to 11 per cent. The rate had been lowered by Congress last December, when many agencies of government and business were acting to check the wave of pessimism. Taxes on individual incomes—likewise decreased by 1 per cent.—will be somewhat less than in 1929, but substantially in excess of 1928.

Extraordinary corporation earnings last year, in other words, will produce as much money for the Government as a higher rate did in previous years. The business reaction failed to affect materially the year's profits of large corporations. On the other hand, the market reaction did affect the tax of many individuals—not in the item of income, but rather in that of "losses from the sale of securities."

The President's statement admits a falling-off in customs duties, from an estimate of \$600,000,000 to actual receipts that will not exceed \$560,000,000. We have bought less of our neighbors' wares, and thus deprived Uncle Sam of his full opportunity for toll at the gateways.

COMPLETED

THE MANHATTAN
COMPANY BUILDING
40 WALL STREET, NEW YORK

An undertaking conceived and financed by
G.L. OHRSTROM & CO.
and associates • • •



STARRETT SECURITIES

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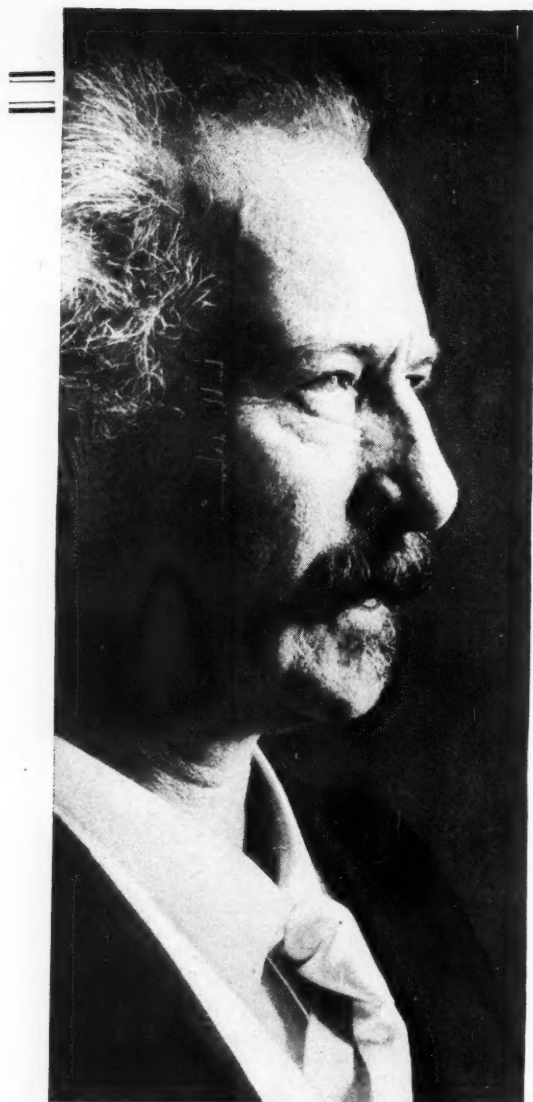
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Personalities

Behind the Scenes Genius

IGNACE JAN PADEREWSKI
Former Premier of Poland,
world-famed pianist, and
practical man of affairs.

JEAN DE RESZKE, trembling, pale, scarcely able to walk on the stage as shining knight in Lohengrin. Rubinstein, fuming, sweating blood, cursing under his breath as he blunders and fakes the cadenza of his concerto. Paderewski, hermetically sealed for twenty minutes before a recital—poised, composed. Others reclining with wet cloths on the temples; perhaps smoking like chimneys or gargling. Such are the eccentric habits of maestro and prima donna, according to Olin Downes, who gives intimate glimpses of genius backstage in *The Saturday Evening Post*.

When Ignace Jan Paderewski, internationally famous pianist and former premier of Poland, is about to play, he is led by his faithful piano tuner and friend, Joubert, to a dressing room. Here he remains in absolute silence for twenty minutes before his recital. On one occasion Joubert appeared at the proper moment to summon his master. Silently he led the way down a dark corridor.

"Suddenly he tripped forward, crying as he did so, 'Master, look out! There's a step,'" writes Mr. Downes. Master made no reply to this admonition. Mas-

ter turned on his heel, re-entered the dressing room, shut the door behind him and stayed there another twenty minutes. After which, poised, composed, prepared to project his conceptions with the sure mastery and dynamism of genius, Ignace Jan Paderewski stepped from the wings.

"Paderewski, high priest of preparedness, knows better than most people how those twenty minutes before a concert can wreck a recital, a tour, a career. They are for the artist the zero hour, when nerves and imagination hit the ceiling and play horse with his universe. . . . The basis of Paderewski's eminence is the elimination of the possibility of failure and the domination of the strategic position before the battle begins," the writer continues.

The success of this genius is the success of a man who was able to profit by failure. The great master has never played in Germany since an unfortunate experience during his early twenties. He made a poor recital. Critics were severe. They did not like nor understand the romantic interpretation of the foreigner. And so discouraged was the young man that he turned to composition for several years. Finally mustering up courage he appeared again and made the greatest public sensation of anyone since the days of Liszt and Rubinstein. There followed triumphs in Paris, Vienna, and finally America. For this tour Paderewski practised from thirteen to seventeen hours a day. When asked if he would go through such an ordeal another time, he reflected for a moment and then quietly answered:

"I can only tell you this. I have fought some good battles."

Five years later the writer again interviewed the master. Meanwhile there had been the World War. Paderewski had helped build up his Poland on the ashes of the Russian collapse, had fought his way to the Premiership, and then had returned to his career.

"Mr. Paderewski, which do you consider the greater—the greatest artist or the greatest statesman?" Mr. Downes inquired.

"The statesman," came the immediate reply. And the musician qualified his answer by describing what he meant by a great statesman. Not a politician, but the rare spirit who voices "the innermost hopes and visions of the race, molds the future, and holds up the torch of life."

Paderewski on tour used to take with him a culinary genius named Copper. One night the dinner was extra fine and the maestro exclaimed: "My compliments to Copper. Tell him the fish was superb, the entrée unsurpassable, the dessert a positive triumph." The attendant returned.

"Did you give my message to Copper?"

"Yes, sir."

"What did he say?"

"He said, sir, please to tell you that the soup was good, also!"

Paderewski detests letters, wants his business attended to promptly and briefly, and is reliable and considerate of a local manager's interests. For one concert he receives \$5000. In a large place he sometimes receives twice that sum, and on each of his recent tours he has made more than a million dollars. The War drained his fortune and left him in financial need. But once again he is master of the circumstance.

Mr. Downes goes on to tell what Josef

Personalities

Hofmann, himself a genius, says of genius.

Mr. Hofmann, who made his début at the age of ten playing a Beethoven concerto with the Boston Symphony Orchestra, says genius is not hereditary. Two ordinary human parents may bring forth a genius unaware. It is the combination of qualities which produce the explosive compound. When asked how long he practised, Hofmann replied: "For the newspapers, if you like, eight hours a day. As a matter of fact that's a considerable exaggeration. Technic isn't a matter of practise, but a question of mental vision."

An incident illustrates Mr. Hofmann's idea. One day while taking a long train journey with Theodore Steinway, he remarked that he was to start on his winter tour the next day, and that he would give a group of pieces he had not played in twelve years. No, he had not practised, he told Steinway. After a long silence in which Hofmann's head was bent, his friend said, "Sleepy, Josef?"

"No," replied Josef, "I'm practising."

A PRESENT-DAY child genius is Yehudi Menuhin. On November 25, 1927, the young violinist played the Beethoven violin concerto with the New York Symphony Orchestra and won applause from caustic critics.

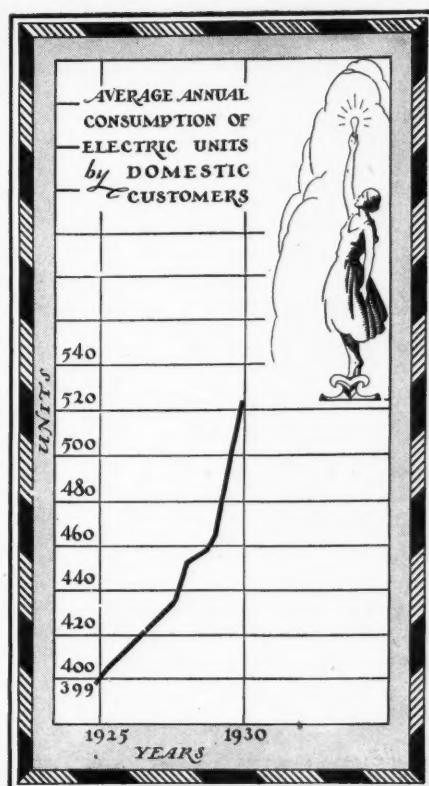
"This particular genius is one of phenomenal growth and mentality," writes Mr. Downes. "Menuhin plays a whacking game of chess, is expert at mathematics, reads much and well, speaks several languages, is genuinely taken by literature about philosophy and science, but is neither a prig nor an infant dictionary."

Vladimir de Pachmann has the profile of an eighteenth century abbé. He likes to make a fool of himself and his audience; and they call him the Chopinzee. Chopin is his specialty, and he loves good food and precious jewels as well. Playing last year in Vienna, he stopped in the middle of a work, got up with an air of engaging frankness, and said:

"You must excuse me. It's a very long piece, and I am"—(tapping his forehead)—"a little tired."

The last time he played the F minor concerto with the Boston Symphony Orchestra his antics shocked the gentlemen of that august organization, who have not given him another engagement since. Although he knew the concerto well, he insisted on having his music before him and his secretary to turn the pages. He placed the score on the piano upside down, but gazed at it earnestly, nodding his head from time to time so that the page might be turned. Meanwhile he cried: "Bravo, de Pachmann! Schön! There's no one can do it like you! No one! Marvelous! Oh, unique de Pachmann!"

To cap the climax, at the conclusion



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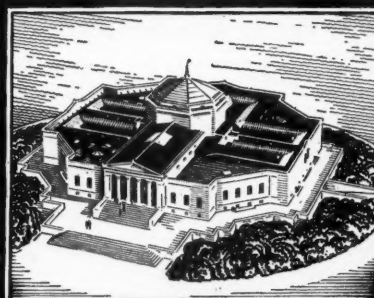
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Personalities

of the performance, instead of bowing first to the audience and then to the conductor and orchestra, he turned to his piano and bowed three times.

"Once he told me of a recital he gave at the Singakademie at Berlin," writes Mr. Downes. "The truth of a part of the story I ascertained later from his American manager, who was present on the occasion. It should be explained that the stage at the Berlin Singakademie is reached by a short set of stairs which ascends from the floor to the platform. When de Pachmann ascended these stairs he did so holding before him in a ritualistic manner a pair of socks! So much can be vouched for on the word of eyewitnesses. Then 'I made them a speech,' said de Pachmann, referring to the audience, 'and I told them those socks were sacred to me, because they were a pair that George Sand knitted for Chopin. The next day a critic called upon me. He wished to see those socks, and when I handed them to him he kissed them. But wasn't it funny!' He giggled. 'Those weren't Chopin's socks at all! They were my socks! I fooled him!' His snicker was worth a journey."

AT TIMES even genius does not do itself credit. De Pachmann gave a series of concerts in Boston, the first of which was excellent, the second not so fine. This was recorded faithfully in the news by the writer. A year later Mr. Downes learned that the artist was to play Chopin F Minor in Springfield, and he went there to attend. On the previous evening de Pachmann received him with some other friends at dinner.

But the master was not in a good mood. He drummed on the table, looked at the ceiling, and cried out for his dinner. When it was brought he sat at the piano for an hour and a quarter and explained a new method to his waiting guests, who were aching with hunger. When he did sit down nothing pleased him. He insulted the waiter until one of the guests took the angry man outside the door, tipped him heavily and told him they would wait on themselves.

"But it seemed that nothing could appease de Pachmann," Mr. Downes goes on. "The erstwhile host and reviewer was at his left. 'Maestro! Maestro! Be calm.' It was the beginning of the end. The Chopinzee commenced to throw the food off the table, right and left, calling all of us names the while. A hand placed gently on his arm added fuel to the flame. A fine steak landed on a bare portion of the waxed floor, leaving a brown trail behind it. As suddenly de Pachmann turned, pounded with his fist on the table, and then, utterly beside himself, shouted at the top of his voice, 'As for you, I know you! I understand you!'

Personalities

You are a hypocrite! What did you mean by asking me to your house in Boston and writing that outrageous, disgraceful article in your paper? I know what you wrote—every word of it. Mrs. — the wife of his secretary—'translated it for me.'

"At this moment the secretary himself rose on the other side of the table, addressing his master in no polite or measured terms, incidentally remarking that in the future his wife was to be left entirely out of the conversation. Saying which, he left the table, slamming the door of his bedroom, which opened into that chamber in which we were dining. This proved salutary. I never saw a face change as de Pachmann's did. He looked and looked, dumbly, helplessly, in utter consternation, at the slammed door, and then, with a mute glance around, an unspoken bid for help and succor, burst into tears. He wept audibly, copiously, miserably. He was a poor old man, alone, without a friend. His very bodyguard, protector, and light of his eyes had rejected him in his need."

After tears and flattery, however, the secretary returned to order hot milk for his master's coffee. Peace was established, and the next day saw a brilliant performance by the little magician.

Frances Perkins of New York

UNEMPLOYMENT, part-time mothers, women and children in industry. The findings and recommendations of Miss Frances Perkins, Commissioner of Labor in New York State, on these and similar subjects, have attracted nation-wide attention during the present industrial stock-taking. For Miss Perkins speaks with authority. Behind her lie twenty years of experience in labor welfare work, during which time she has successfully fought prejudice, narrow-minded employers, and misunderstanding among those she aimed to help. Today she works for the safety of 4,000,000 wage earners, and directs a staff of 1700 persons.

Writing in *World's Work*, Inis Weed Jones describes the career of Miss Perkins from New England college days onward. Hers was a crusading spirit from the first. Asking no further allowance from her conservative family after graduation, she took a job with the Consumers' League in New York, inspecting cellar bakeries, factories, and shops. To maintain herself on the pittance received, she pawned her watch when necessity arose and cut her budget to fit a slim purse.

The Triangle Shirtwaist fire of 1911 played a great part in Miss Perkins' career. From Washington Square she



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watched the harrowing scenes as girls clung to window ledges and then dropped many stories to their death, while others perished in the ruins of the crumbling building. One hundred and forty-six lives were lost behind locked doors because of the lack of safety devices that March day.

Indignant citizens formed a committee on safety, of which Miss Perkins was made secretary. Agitation resulted in the appointment of the New York State Factory Investigating Commission, and again the young woman helped obtain material for the shocking report on State factory conditions. This in turn resulted in the "preferment of charges against the State Department of Labor, thirty-two bills for the protection of industrial workers, and a new epoch in the labor law in New York."

The next step was to get the bills through the Legislature. During these two years Miss Perkins learned the ropes. She studied legislative procedure, made a point of knowing the members of both houses, and ferreted out information which told her who would bring necessary pressure to bear at the crucial moment. And the bills did finally pass with some modification, although every possible obstacle was put in their way.

In 1919 Governor Smith appointed Miss Perkins to the Industrial Commission which she had so berated in the report of the Investigating Committee shortly before. There ensued a ten-year fight in the courts to legalize the department's right to make needed safety rulings. Then came her appointment as Commissioner of Labor for the State.

The influence of Miss Perkins' work has been nation-wide. "Many of the leading industrial States, Pennsylvania, Wisconsin, California, Massachusetts, and Illinois," writes the *World's Work* author, "are copying the requirements of New York State law, which she is constantly extending to meet industrial hazards. Not only that, but the group of the American Society of Mechanical Engineers, known as the Hoover Committee, have used the New York State code and law as the basis for safety stairways and fire-escapes."

An Ambassador Looks Back

SIR RONALD LINDSAY, new British Ambassador, is now installed in Washington. He occupies the dignified headquarters on Connecticut Avenue, where royal portraits lend an atmosphere of restraint.

Sir Ronald, descendant of twenty-six earls of Crawford, whose ancestors have occupied a place in the British Parliament for five hundred years, who was educated at Winchester, a public school bracketed with Eton and Harrow, is besieged by American reporters. Half amused, half



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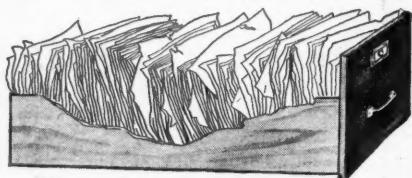
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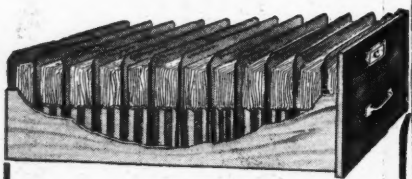
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Personalities



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SIR RONALD LINDSAY

The new British Ambassador as he presented his credentials to the President.

bored, he answers countless questions as to whether cricket is still played in England, or whether or not he will attend the lacrosse match. Finally he mentions that he was born in Scotland.

"But neither in appearance nor in speech is the new Ambassador Scottish—he is typically British," writes S. J. Woolf in the *New York Times Magazine*. "He is a type you can see any day walking briskly on Pall Mall or lounging easily in a great chair in any of London's clubs. . . . He is one of those who would sing 'Annie Laurie' or 'Auld Lang Syne' with equal fervor at banquet or battle, to whom a betrayal of emotions is distasteful and a breach of etiquette almost as unpardonable as a breach of trust; who will die for an idea, but be ashamed of being idealists."

For further description—he has dark brown eyes, white hair, a healthy complexion, and the stature of a chieftain.

Sir Ronald was born in Perth and educated at Winchester. Thereafter he studied languages because he does not remember the time when he did not want to enter the diplomatic service. At twenty-one he was appointed to the Russian court. From there he went to Persia, then to Washington as an under-secretary during the Roosevelt régime.

During this time he met Margaret Cameron, the daughter of the Senator from Pennsylvania, whom he married later. After her death in 1918 he took as second wife Elizabeth Hoyt, also American.

Sir Ronald Lindsay looks back on the Washington of twenty-five years ago keenly aware of the many changes.

"Look at Connecticut Avenue; see the motor cars that are rushing by," he says. "When I first came here practically all of the vehicles were horse drawn. We were satisfied with the slow speed. Today we have to rush."

"Well, exactly the same thing is true of diplomacy. In those days we were contented to go slowly. We did not go as far in the same time as we do now, but we eventually got there. . . ."

"Holidays now are not so important. The times are more hectic. Your President, I understand, was in Washington most of last summer, and the Prime Minister could not spend much time at Chequers or at Lossiemouth. As you say over here, a man has to be on the job, and the same is true of nations. . . ."

"I have been told that many of your people rose from sleep to hear His Majesty open the naval conference in London. Now that was a fine thing for both of our countries. Slowly but surely many exchanges of diplomatic messages will be made by word of mouth, and this will all make for the tightening of the bonds of friendship and good-will, for many things can be said that look far different when put down in cold black and white."

Amos 'n Andy

"ANDY, we're goin' tell dese folks ev'ning dey wants know."

To satisfy the insatiable curiosity of the public, Amos 'n Andy, with James R. Crowell announcing, give the facts about their careers in the *American Magazine*.

Amos, Freeman F. Gordon, is tall, fair and thirty. He comes from Richmond, Virginia. While traveling for a tobacco company he took part in amateur theatricals and finally joined a Chicago company. Here he met Charles J. Correll, alias Andy, also white and from Peoria, Illinois.

Correll entered theatricals by playing for a movie house and dancing on the side. By 1925 the two young men were receiving \$100 a week coaching for the Chicago company. They began to look for advancement and hit on radio entertainment, which was just coming into its own. Then for seven months they did "song and chatter" acts over WEBB in Chicago for nothing. Later the *Chicago Tribune* offered them \$200 a week if they would act for it. At this time Sam 'n' Henry were born. After the first contract had expired they became the Amos 'n' Andy of the *Chicago Daily News*, first on the air in March, 1928.

Today the National Broadcasting Company pays them \$100,000 a year for exclusive services as radio artists. In response to clamorous demands from East and West, they broadcast twice a night.



All your business at a glance

A CLEAR, simple record of each phase of your business operations placed before you every morning. Summarized figures that show an exact picture of current conditions at a glance.

That is precisely what Elliott-Fisher Accounting Writing Equipment is doing today for hundreds of business executives.

A daily check

These men have a daily check on sales, accounts payable, inventories, cash, accounts receivable, etc. They do not rely on monthly reports that soon grow stale. They

do not depend entirely on the observations of department heads. They see for themselves how things are going . . . what calls for instant action . . . what needs careful watching. They operate their businesses with complete control.

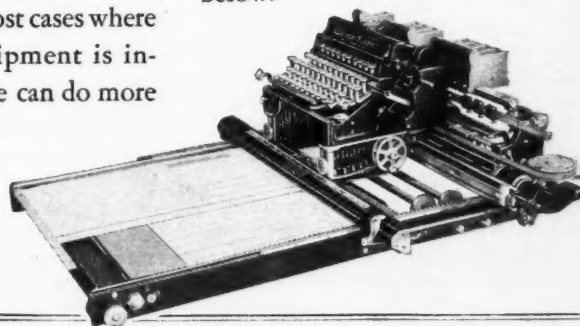
More work from force

Nor have payroll additions been necessary to obtain such results. The fact is that in most cases where Elliott-Fisher Equipment is installed, fewer people can do more

work. Besides, Elliott-Fisher does not disturb the existing routine. It coordinates accounting records into a single unified plan.

We should like to tell you about the part that Elliott-Fisher fact-finding machinery plays in the successful management of many well-known firms. Let us send you full information. Use the coupon below.

The Elliott-Fisher flat surface accounting-writing machine



Elliott-Fisher

Flat Surface Accounting-Writing Machines

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Division of Underwood Elliott Fisher Company

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Gentlemen: Kindly tell me how Elliott-Fisher can give me closer control of my business.

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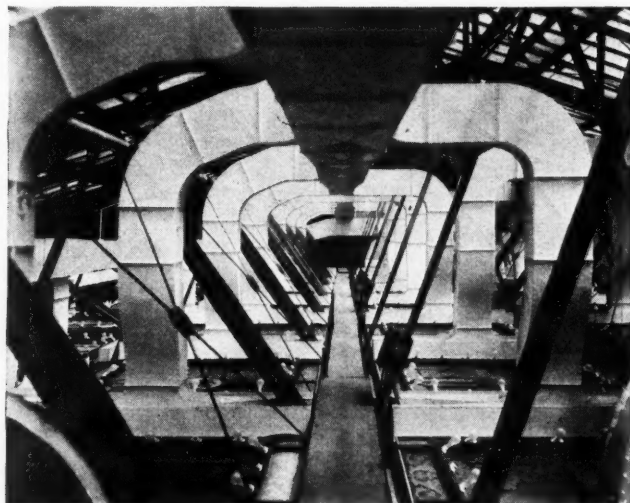
Making Weather to Order

"FAIR AND WARMER" says the weather man. Or perhaps "rain and colder." Whichever it is, somewhere some products will suffer, some workers will do less and spoil more. For human effort and many manufacturing processes are affected by weather. If it is "rain and colder" one man is pleased, and another worried. With fair and warmer it is the other way around. Either—and the various combinations between—can work havoc with schedules, or ruination with finished goods.

Weather is now being manufactured to standard specifications for temperature, humidity, and purity. Artificial weather is now made in factories, offices, public buildings, and homes for the same reason that artificial light was first made. It overcomes uncertainties and vicissitudes of climate, making indoor conditions uniform regardless of the weather outdoors. Specialized processes, unnatural living conditions, congested spaces, and the massing of people under sustained mental and physical exertion call for artificial ventilation, and have compelled the use of artificial weather to combat occupational diseases and physical exertion.

We all know the effect upon ourselves of natural weather. Some days are hot, some cold, some wet, some dry, some humid, and some torrid. Often they change hour by hour, and some of these changes are not pleasant. While weather affects the worker, in many factories it plays a still more prominent part in determining the quality of the product as well as the output of the worker. Only when indoor weather can be maintained suitable to cleanliness, humidity, and temperature—the best suited to the worker or to the product—can uniform results be obtained, quality safeguarded, and uniform, sustained production assured. Making weather to order removes one more variable factor.

Weather is now made to order by washing, cooling, warming, drying, or hu-



CONGRESS MUST HAVE FRESH AIR

Below is the House of Representatives, which like the Senate—and soon the Executive Offices of the President—is ventilated with conditioned air. Above are the ducts which supply this air. It is washed and treated for proper humidity and temperature, summer or winter.

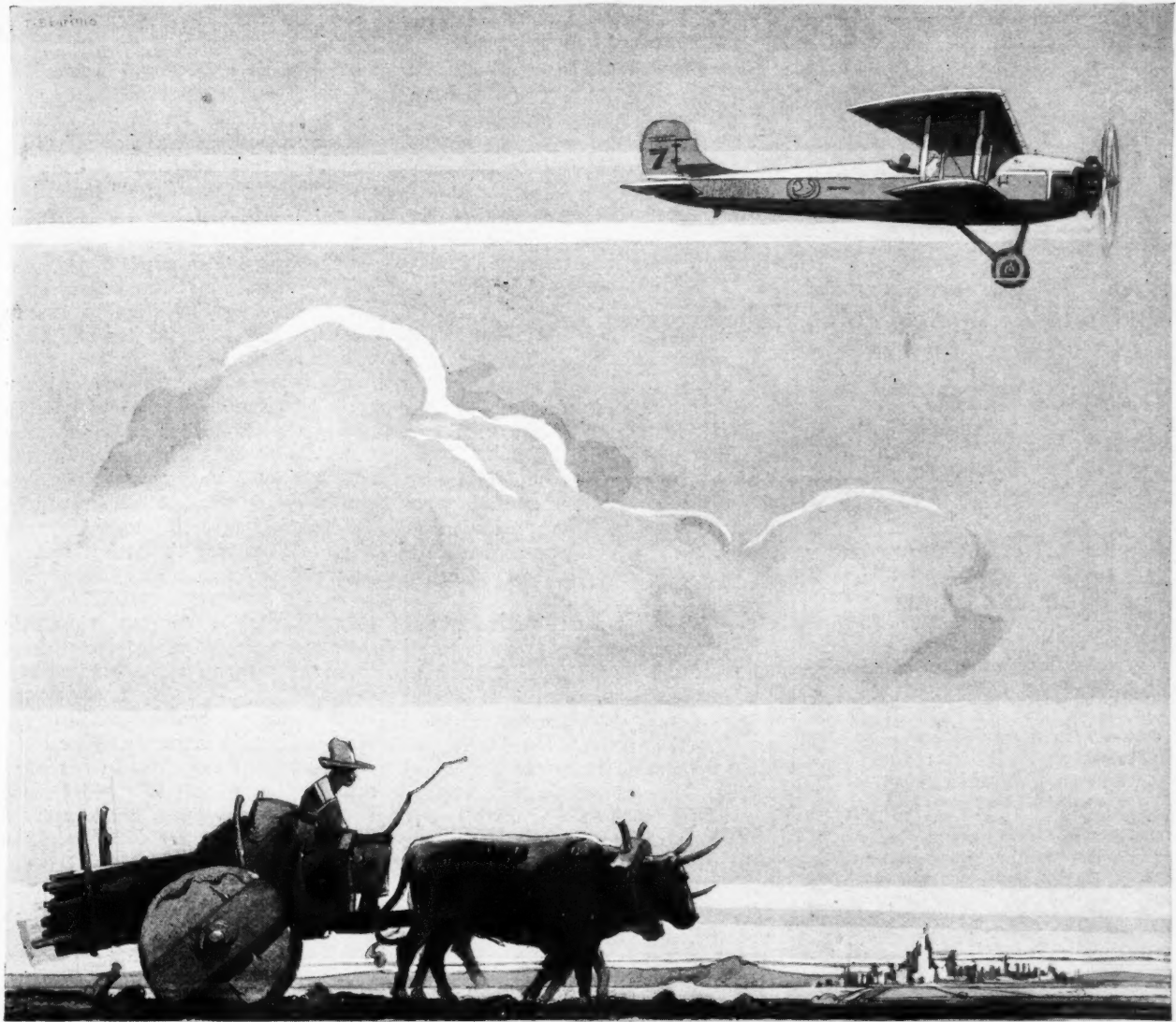
midifying the air. Equipment for handling the air and for treating it is simple. It comprises in its simplest parts air fans, water pumps and spray rooms, automatic regulating mechanisms and air ducts. They may be installed on the roof, in the basement, or wherever space permits.

HUMIDITY AND TEMPERATURE together combine to make weather or atmosphere comfortable or uncomfortable, healthy or unhealthy to human beings. Freedom from dust and dirt is also a factor. These three determine whether air is suitable or unsuitable to be breathed, whether it is tiring or invigorating, healthy or hazardous.

When humidity and temperature are controlled, according to the needs of man, materials, and processes, it is obvious that outdoor weather ceases to affect the quantity and quality of the output. It is not

enough that air be changed frequently. The human body will not function properly on fresh air alone. It will become indisposed, tire more easily, become more susceptible to disease and less resistant to attack unless the humidity and temperatures are kept within certain well-known and clearly prescribed limits. Air determines largely whether you feel fine or whether you feel slack. Healthy and invigorating air must also be clean air, air free from the dust and fumes which contribute so largely to occupational diseases.

The factory which makes its own weather is independent of outdoor conditions. Its processes are no longer handicapped by weather variation. Operations may be standardized both as to quality and rate of production. Products may be made the year round, where otherwise production would have to be seasonal.



“To save time is to lengthen life—”

“ACCELERATION, rather than structural change, is the key to an understanding of our recent economic developments.”

—FROM THE REPORT OF PRESIDENT HOOVER'S COMMITTEE ON RECENT ECONOMIC CHANGES

THE PLOD of the ox-cart. The jog trot of the horse and buggy. The rush of the high-powered motor car. The zoom of the airplane. Acceleration. *Faster* speed all the time.

Speed and more speed in production, transportation, communication, and as a result, more wealth, more happiness, and yes, more leisure for us all.

Scientific research has been the pacemaker of this faster, yet more leisurely, existence. At a steadily

increasing rate it is giving us hundreds of inventions and improvements which speed up work, save time and money, revolutionize life and labor in the modern age.

Conceive how much time modern electric lighting has saved the American people—not to mention the billion dollars a year in lighting bills saved by the repeatedly improved efficiency of the MAZDA lamp. Think of the extraordinary democratization of entertainment and education made possible by the radio tube!

Both these benefits to the public owe much to the steady flow of discovery and invention from General Electric laboratories. So do the x-ray and cathode-ray tubes, the calorizing of steel, atomic-hydrogen welding, the generation of power for home and industry at steadily lower costs.

The G-E monogram is a symbol of research. Every product bearing this monogram represents to-day and will represent to-morrow the highest standard of electrical correctness and dependability.

JOIN US IN THE GENERAL ELECTRIC HOUR, BROADCAST EVERY SATURDAY EVENING ON A NATION-WIDE N.B.C. NETWORK

GENERAL ELECTRIC



» The Creation of a Woman's Mind »

HERE is a better posture chair—planned, designed and improved by a woman for women! ANGLE STEEL Posture Chairs are the result of long, exhaustive study and research by Mrs. Anna R. Pipp, an officer of this company.

Mrs. Pipp, with a woman's intuition and a knowledge of women's needs and benefits in proper posture, created these chairs. While providing better seating for all, Mrs. Pipp included specific postural provisions required by her sex. These provisions now induce improved health, increased mental alertness and greater productivity.

Indorsed by physiologists, welfare authorities and industrial engineers everywhere, ANGLE STEEL Posture Chairs offer many new, exclusive and vitally-necessary postural features. They are attractively finished in a variety of colors. Upholstery of genuine leather over curled hair in both seat and back rest is provided. A number of models for both office and factory use are available.

Invest now in permanence—productivity—profits. Ask us to ship you a sample chair for trial use. Just fill out coupon, attach to letterhead, and mail.

No. 276 L.C.-P.V.R.

Revolving Chair

Height Adjustment: 17 to 22 inches by hand wheel under seat. Seat: Rolled front, genuine leather over curled hair. Backward and forward sliding adjustment. Back Rest: Wing nut adjustment up and down, tilting to desired angle. Form fitting. Padded genuine leather. Finish: Seat and back rest, choice of green, black, brown, tan, red and blue. Steel parts: Standard, olive green enamel or choice of mahogany brown (not grained) mahogany red (plain) and black. Casters: 2-inch diameter steel or Baco, swivel type. Gliders optional.



We also make a complete line of
Angle and Sheet Steel Equipment
for Factory, Shop and Office

ANGLE STEEL STOOL CO.
Plainwell, Michigan.

- ☐ Send Sample Chair.
- ☐ Mail Posture Chair Bulletin.
- ☐ Mail General Catalog. "C-RR"

Name.....
Address.....
City, State.....
By.....

The fibers which are twisted into yarns for later weaving into fabrics, for example, absorb moisture like a sponge. Their weight may easily vary 15 per cent. according to their moisture content. Dry fibers are brittle, are easily broken. When wet they are soft, pliable, easily stretched and workable. Every fiber has a maximum strength at a definite moisture content for a definite temperature, where the rate of weaving may be highest, the number of broken fibers the fewest, and the quality of the fabric the best. This explains why more than 200 textile mills have ceased to depend upon outdoor weather, and make their own scientifically.

More than 200 distinct manufacturing processes have already resorted to manufactured weather. The production of candy and capsules, of paper and printing, the fixation of nitrogen, the construction of airplanes, the perfection of chewing gum—and hordes more—are all carried on better where weather is manufactured. Films of moving pictures can now be dried in a few hours, regardless of whether it rains or shines outdoors. Celluloid can be worked the year round instead of being unworkable during the hot, humid months. The ceramic industry is now doing in from four and one-half to twenty hours what formerly required four days, while cutting spoilage from between 20 and 35 per cent. to 2 and 5 per cent.

These are facts, not theories. They are facts that show up in the annual report, tangible things against which the cost of air conditioning can be charged. They are tangible benefits that stand out on the profit side of the ledger. There are also less tangible items—but real advantages, such as cleaner, safer plants, and happier, healthier workers.

The fact that weather is now made to order means that one more variable factor affecting industry has been controlled. Intelligent planning replaces whims of the gods of wind, rain, and sun. Where weather is manufactured, every day becomes a good day.

Records

"WHAT'S ALL THAT stuff being loaded on the trucks?" asked the visitor starting out on an inspection trip through the plant.

"Oh that's last month's records being moved over to the warehouse for safe-keeping," replied the superintendent.

"What do you do to them then?" persisted the visitor.

"Oh, we keep them for a few years and use them and then burn them up."

It turned out that the organization in question maintained elaborate records of almost everything, from the coal pile to

the salesman's mileage and expense accounts. The idea had started in the days of Gantt and Taylor, when efficiency engineering was beginning to come into its own. But those in authority had outgrown their hobby. The old timers had passed out of the picture, and the newer blood had continued keeping the records—and shipping them out into the warehouse unanalyzed. There are many firms like that, too many in fact. It is usually true that there are either too many records or not enough.

Whether records are made and kept for analysis or for storage is the difference between asset and liability. In too many plants the operations have outgrown the present record. In others the organization is slave to a system, shaping policies and practices according to the system, instead of changing the system to keep pace with the times.

Operation records are valuable when they tell what is going on, when they show the "break-down" of operation so that it may be quickly determined how things are going, what improvements could be made, when unexpected or unsuspected factors introduce higher costs, a slowing up in output, and other information. But records kept and bundled up and stored away without adequate analysis and interpretation are worthless records.

It would be a good thing, therefore, in many plants to check up the situation. Find out what records are taken, for whom, why they are taken, and of what use they are. Then bring the system up to date and take the necessary steps to make the records as valuable as they ought to be for successful business. Successful business is based upon "facts first," and records are the facts.

A Lesson from the Chain Stores

THE CHAIN STORES have taught much in the way of displaying goods, mass buying, store location. How one of them has tackled the problem of handling merchandise in its warehouses is of particular interest at a time when a national survey is being made of distribution. The National Wholesale Grocers Association made a study of modern warehouse methods and its report offers many ideas to executives having a warehouse or loading platform problem.

Manual labor has been all but eliminated from the chain store warehouse system. Incoming merchandise is unloaded from cars onto skids with bases a few inches from the floor, so that electric lift trucks can be run under them. On these they are transferred to the ele-

Industry

vator, from which they are lifted by power trucks and taken to their place in storage. The operation almost completely eliminates manual contact.

The "selective" floor, preferably the ground floor, contains one skid of merchandise of most items carried, though a single skid may contain more than one of the slowly moving commodities. As skids upon the selective floor become empty, or nearly so, they are replaced with loaded ones by men who devote their entire time to that work, each man having an aisle or section to supply. The order of the merchandise upon the selective floor is the same as upon the shelves of the retail stores. Order sheets are printed in the same sequence.

Skids are located upon both sides of the aisles, which follow the course of an overhead monorail system. This normally carries three cars, or loose skids, to a train. The assemblers usually work in pairs, starting with three orders and riding their train until they come to the first item. When the circuit of the aisles has been made, three orders have been assembled, one on each skid. The train ends at the shipping floor or dock, where power trucks take each skid with its order directly on the truck body.

In one warehouse a daily average of forty-six tons of merchandise is handled by 120 men, at a cost of 61 cents on \$100 worth of sales at retail value. This is equivalent to 1.85 men and 4153 square feet of warehouse floor space for each \$1,000,000 worth of sales.

The objective, of course, is to minimize the amount of handling and rehandling, to cut down man-hours, and utilize as fully as possible the effective warehouse for floor space, at the same time preventing errors as much as possible.

Industrial Sidelights

AMERICAN industry suffers an estimated annual loss of \$500,000,000 through leaks in management and operation. An exhaustive study of six leading industries showed wastes ranging from 6 to 72 per cent. In one motor plant alone a waste elimination campaign brought about a saving of \$542,000. In many plants where waste elimination has been undertaken the savings have been almost as great as the sales profit. And, usually, the savings profits are much easier to earn than those from sales. It is interesting to note that this movement of waste elimination was started by President Hoover as Secretary of Commerce, when he started his movement for standardization and waste elimination. In that \$500,000,000 there must be some money that rightly belongs to every plant. Go get it!

For your gross profits—and net— Metropolitan New York

Whatever your line, your gross profits are likely to be far bigger in this rich metropolitan territory than in any other local market in the world—for New York has in a hundred-mile radius 8 to 20% of the sales possibilities of the whole United States.

But will your costs be so high that the net will not be worth the effort? When this question remains unanswered, a good product is kept out of this supreme market. But it has been answered, is being answered, by several hundred concerns—big, little, and middle-sized—selling in every price range, products from canned soup to motor boats. They get from New York

a net profit as good as the gross

These successful merchandisers in Metropolitan New York turn over to Bush Distribution Service the entire task of receiving, storing and delivering goods. Bush saves them money on physical distribution—and physical distribution by Bush is so good, so steady, so sure that it's an actual and potent aid to sales, holding old customers and making their accounts constantly more profitable, and helping salesmen and advertising to create new and additionally profitable accounts.

Ask us for "More Profits"

Our booklet with that title should mean increased gross and increased net for you. When you write for it, tell us your product and your method of distribution—we will write you a special service letter telling just how Bush Distribution can help you in this major market.

BUSH DISTRIBUTION SERVICE

Bush Terminal Company

100 Broad Street

New York, N. Y.

Please mention this issue of Review of Reviews.

The Patrol



Watchman's Clock

In the Detex Patrol, watchclock protection is brought to its highest perfection.

Detex Patrol is the only watchman's clock that will record an unlimited number of stations. The entire recording mechanism is in the station—the clock is merely the record carrier.

Stations may be added or changed without changing the clock in any way.

Any number of watchmen may record at the same station.

Station repairs can be made without sending in the clock—the schedule is not interrupted.

Send the coupon below for Patrol Booklet

DETEX WATCHCLOCK CORPORATION

4177 Ravenswood Avenue, Chicago, Ill.
37 Beach St., Boston 98 Varick St., N. Y.
Room 801, 126 Marietta St., Atlanta

Manufacturing

NEWMAN • ALERT • PATROL
ECO WATCHMAN'S CLOCKS

Approved by the Underwriters' Laboratories, Inc.,
and the Factory Mutuals Laboratory

DETEX WATCHCLOCK CORP.
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Send me information on Detex Watchman's Clocks

Name

Address

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DETEX

Representatives in all large cities in America and Abroad

Industry

• • "It's LIKE clipping coupons, to pass our fuel bills," said the Vice-President in charge of operation as he leaned back in his chair at the club. "I often wonder why we executives talk so much about spending money for improvement when what we are really doing is investing. We have to dig down into the capital account, it is true, but it comes back out of profit; and the profits are often vastly greater than the profits from sales.

"Let me cite an instance," went on this man who had dug down into his own capital account. "We've remodeled our power plant, bringing one plant up to date and shutting down two plants that were not required. We've done away with hand firing and installed underfeed stokers, up to date ash and coal handling and modern auxiliaries. We are now operating five boilers in one plant, where previously we operated twelve boilers in three plants.

"We've cut \$14,000 a year off our payroll, and cut our coal bill from \$145,936 to \$64,602—or over \$81,334. Some power is still purchased. The changes and equipment cost \$225,000 so that with the net saving of \$80,000 a year is about 35 per cent. on the investment."

No safe stock on the market at the present time yields 35 per cent. with or without safety. There is, indeed, money to be made in the boiler room; and it takes money.

• • THREE-QUARTERS of a million men and women are compelled to find new employment each year, because of increased use of mechanical power. Somewhere around 300,000 persons are being replaced on the farms, the other 400,000 in the industries. But at the same time many new ways of making a living have cropped up. The so-called "service" occupations are absorbing the workers displaced by machinery, so that the total of wage earners is actually increasing. Nurses have increased 2400 per cent. since 1870. There were three times as many wage earners producing cosmetics, perfumes, and toilet preparations in 1925 as in 1914. Barbers, manicurists, and hair dressers have increased eight times as rapidly as the population. The thousands of gas filling stations and automobile repair shops call for men, while the gas and electric meter readers, linemen, gasfitters, plumbers, swell the roll of wage earners.

• • AMERICA's great wealth is the result of great capacity to produce. Wealth has raised the standards of living and so created the need for the so-called "service" industries. Ultimately the still wider use of machines will undoubtedly bring about the shorter day and week, so that workers may have still greater time for recreation and purchasing than at present.

Save with Steel

Standardization Simplification Concentration

*in All American Steel Desks
and Filing Equipment to us
as manufacturers means—*

1. Lower Costs
2. Easier Financing
3. Economical Purchasing
4. No "Seasonal" Operations
5. Increased Turnover
6. Lower Production Costs

*and to you as users
means—*

1. Better Value for Money
2. Better Quality
3. Prompt Deliveries
4. Lower Maintenance Cost
5. Simplified Purchasing
6. Protection Against Unscrupulous Traders
7. Matchup and Interchangeability of Equipment

In Steel Office Equipment—

STEEL DESKS
STEEL FILING CABINETS
STEEL CUPBOARDS
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*These Three Terms Are
As One:*

Browne-Morse—
All-American—
Greatest Dollar Value

Write for interesting booklet
on Standardization of Man-
ufacturing, Distributing and
Using.

BROWNE-MORSE CO., Muskegon, Mich.

Industry

● ● THE ANNUAL labor turnover is about 40 per cent. in all lines of industry, according to the Commissioner of Labor Statistics, and involves some 5,200,000 persons each year. It is estimated that the two weeks elapsing from the loss of one job to starting another is the equivalent of full time for 200,000 people. The cost of training in addition to the cost of spoilage is in the neighborhood of \$52,000,000 a year, while the loss of wages is well over \$300,000,000.

Labor turnover is an expense that constitutes a colossal loss. Surely it deserves a nation-wide study by the best talent. It is an indictment and a calamity. It is only tolerated because the cost is hidden in the burden of overhead.

● ● ALARM has been sounded at the rapid increase of federal and state taxation. "Too many roads are being built" it is said in some quarters. Yet probably taxes that go to build roads represent one of the most laudable expenditures so far as the common good is concerned. In Europe good roads come first, the automobile follows. In America the automobile comes first and the good roads follow. Today America leads in both, there being some 3,000,000 improved roads in the forty-eight states. The tremendous road building program of this country has played an important part in the high rate of automobiles per 100 people; also in the development of the cement industry, which increased considerably in 1929, notwithstanding the slump in building activities. If all roads were of pavement and all low types of road were eliminated, the average composite saving per mile per automobile would be 2.06 cents.

● ● AMERICANS who visit Germany this summer will have the opportunity of seeing something new in industrial expositions. The first international fur and hunting exposition will be held in Leipzig from June 1 to September 30. Every step in the fur industry, from the manner of hunting fur-bearing animals in many countries to the display of the latest fashions, will be shown. Thousands of fur-bearing animals will be exhibited in their habitats. Ancient methods of gathering furs, dating back a thousand years, as well as modern methods of curing and manufacturing, will be portrayed.

● ● HAS YOUR LIFE ever hinged upon peach stones? It has if you faced gas attacks in France. For carbonized peach stones were used in the gas masks of the Allies. Now we hear that peanut shells mixed with old burlap, phenol and creosote are the constituents of a new plastic material that is strong, resilient and durable. It is expected that this new material will become a real competitor of steel and wood in furniture making

Another Phoenix rises from the Ashes of Pleasure



So steadily has
the popularity of
Lucky Strikes

been rising that hardly was the newest American Tobacco Company factory at Reidsville, N. C., completed before it became necessary to make plans for another and larger plant.

This Lucky Strike factory is now under construction at Richmond, Va. Both it and the adjoining power plant will be representative of the best developments in design, architecture and equipment of this progressive age. Coupled to these features will be elements to add the dignity and beauty which contribute to the "esthetic efficiency"—so much a part of the modern workshop.

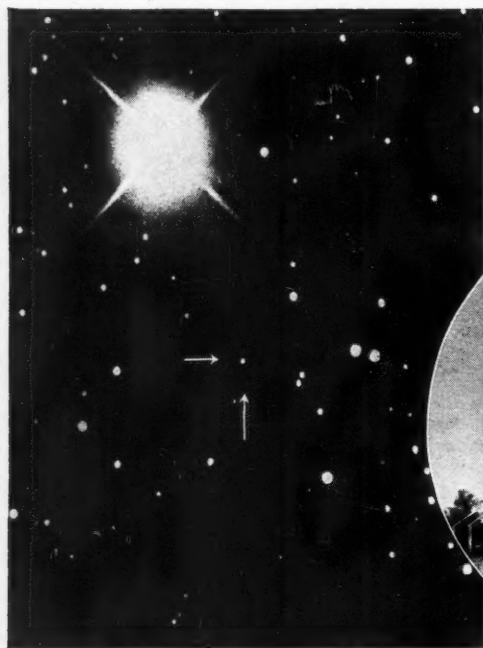
J. E. SIRRINE & COMPANY

Engineers

Greenville

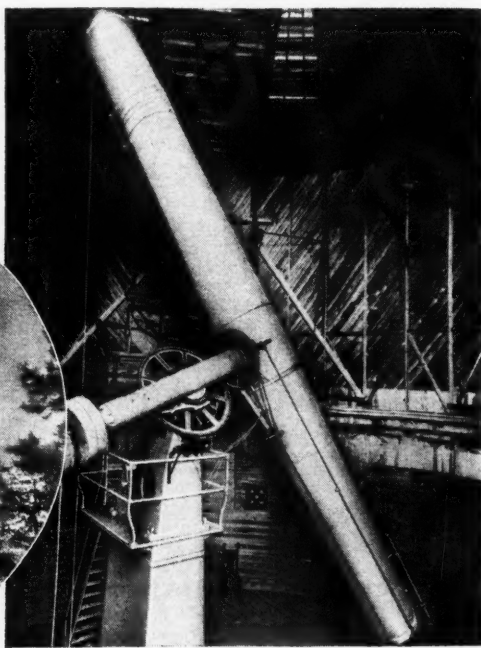
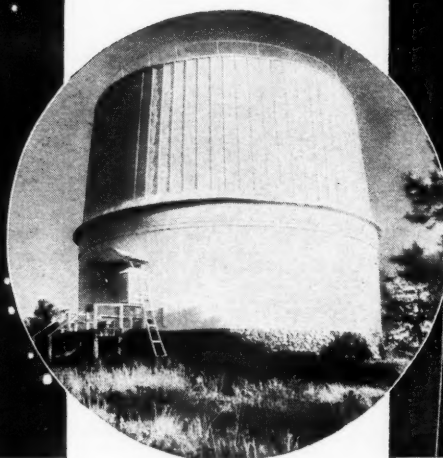
South Carolina





FINDING A NEW PLANET

The new member of the solar system is indicated by arrows at left. Below is Lowell Observatory in Arizona, where the planet was found with the telescope shown at right.



This New Pinhead in the Sky

THE PICTURE of a fragment of the starry heavens above shows the ninth and newest planet as hardly as large as a pinhead.

"Huh," is the comment of the ordinary man on first seeing it. "What of it?"

We may pardon him for not being impressed. The pinhead would have to be from 4000 to 10,000 times brighter, it is estimated, to be seen with the naked eye. There are plenty of stars showing larger in the picture, especially the bright splotch made by Delta Geminorum. Even that, compared to this earth with its distances from New York to San Francisco, Shanghai to London, and its 24,000 miles around the equator, is an infinitesimal spot. What, indeed, is this mere pinhead?

Well, for one thing, it is larger than the earth. Astronomers are not sure just how large it is; it may be just a little larger, it may be three times as large. For another thing the earth, with which we who live on it are so impressed, now becomes the sixth largest planet, instead of the fifth largest. And finally that pinhead takes the entire solar system of which we are a minor part, and almost doubles it in size.

If you would understand this new planet aright, go out some starry night, and look aloft. There in the blue-black

The Planets

Planets	Diameter in Miles	Distance from Sun	Period of Revolution
Mercury	3,000	36,000,000	88 Days
Venus	7,600	67,200,000	225 "
Earth	7,927	92,900,000	1 Year
Mars	4,200	141,500,000	1.88 Years
Jupiter	88,700	483,300,000	11.86 "
Saturn	75,100	886,100,000	29.45 "
Uranus	30,900	1,782,800,000	84.01 "
Neptune	33,900	2,793,500,000	164.78 "
New Planet	8,000 to 30,000	4,000,000,000	?

emptiness of the heavens twinkle countless stars. They shine with a friendly light. But for all that they leave you, your home, and your earth in lonely solitude. They are so far away that if you set out in your car, down a straight interstellar road of the smoothest concrete at a steady speed of sixty miles an hour, you would grow old and die long before you were well started on your journey. Light travels at a speed of 186,600 miles a second. Yet the light you now see from the nearest star left there about four year ago. And that from the constellation Andromeda, the farthest star you can find without a telescope, left that great spiral nebula 900,000 years ago.

If now, properly impressed with the

magnitude of interstellar spaces and the insignificance of the earth, you again look aloft, you may see some of the other planets. Like the earth, they revolve around the sun. These will be Venus, Jupiter, Mars, Saturn, and perhaps, if you are in the tropics, Mercury. There are also Uranus, Neptune, and the as yet unnamed new planet, which can be seen only with a telescope.

Down somewhere under your feet, as you gaze into the night sky, on the opposite side of the earth, hangs the sun. This celestial object, which for some mysterious reason burns with its own heat and light, is simply one more of the fixed stars, like the countless others over your head. In size it is majestic, being as large as though some 300,000 earths had been lumped together to make it. But though it is brighter than most stars, there are many which outshine it, though because of their distance from us this is far from obvious. Light from the sun, by the way, takes a mere eight minutes to cross the average of 92,870,000 miles which separate us from it.

Possibly there will be one more heavenly body which will take your eye on your nocturnal examination. This is earth's satellite, the moon. It swings around the earth just as the earth swings

FOR *the* INFORMATION OF BUSINESS MEN . . .

No. 1 of Series

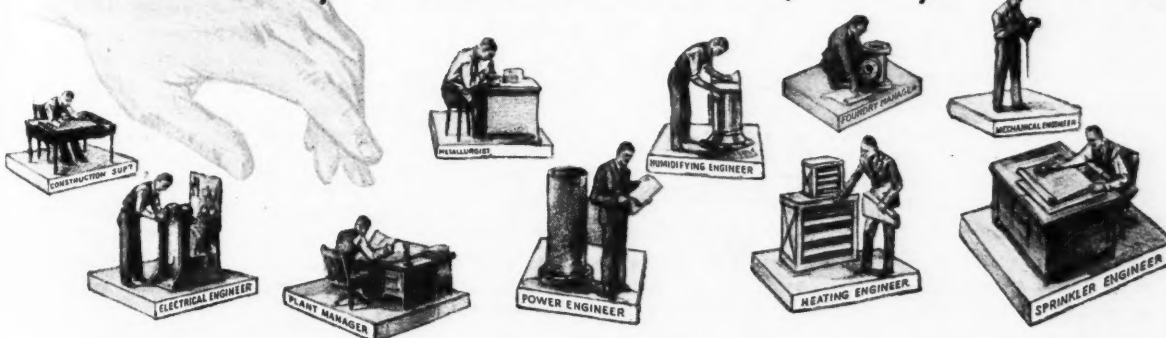
THIS series of advertisements is designed to acquaint business men with Grinnell Company as it really is.

Automatic Sprinkler protection, for which it first won international fame and leadership, is not the chief business of the company. Its equally high reputation for many other industrial piping specialties and commodities has been built on super-standards of manufacture, and on original conceptions, which are well known to engineers and architects.

Business men, too, need to know the real quality in these products.

1. **Thermolier** the copper unit heater. A better and cheaper means of heating many types of industrial and commercial buildings.
2. **Thermoflex Radiator Traps** with the famous Hydron bellows, insuring perfect operation of your steam radiator.
3. **Pipe Fabrication.** Pipe bends, welded headers and the Triple XXX line for super power work.
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Science

around the sun, and seems so large only because it is so very near. Its diameter is a mere 2000 miles, compared to the 8000 of the earth. Its distance from us is only 240,000 miles. That means that if you set out in a modern airplane, with a cruising speed of 100 miles an hour, it would take you only 100 days to reach it.

THIS, THEN, is the universe in which you live, and in which the new planet is now known to follow its distant path. Man's knowledge of it is divided into two distinct if related parts; the solar system and the infinitely greater, infinitely more distant, stellar universe of fixed stars. To understand better the solar system, with which we are connected with a relative intimacy, a table [on page 120] of sizes, distances from the sun, and periods of revolution around the sun, is helpful.

These planets, of course, do not give their own light, like the stars, but reflect that of the sun. Some of them are dense, some not. The density of Saturn, for example, is hardly as great as that of water. Some of the planets are circled by satellites, as is the earth by the moon.

Furthermore, between Mars and Jupiter in distance from the sun, there have been found more than a thousand planetoids or asteroids, tiny planets of fifty, sixty, or at most 500 miles diameter, which whirl their appointed ways about the sun like their larger fellows. Swarms of tiny meteors, into which we run on our way round the sun, the thousand fiery comets, and perhaps some gaseous or meteoric matter make up that tiny part of the universe to which we belong, the solar system.

Six of the planets—all but Uranus, Neptune, and the new one—were known to the astronomers of Babylonia when Western Europe was a wilderness and Greece had yet to have its great age of learning in the centuries before Christ. It was not until 1781 that Uranus was discovered by Sir William Herschel. And Neptune, until now thought to be the outermost planet, was not seen until 1846.

Here was something new, however. Neptune was not found by an astronomer peering casually through his telescope. In France one young man, Urbain Jean Joseph Leverrier, and in England another, John Couch Adams, had been figuring independently why Uranus did not stay exactly on the elliptic path astronomers thought it should follow. They calculated that some other planet must be pulling it from its course, deduced the size and position of that unknown body, and sent their findings to astronomers in Berlin and Cambridge. The German was the first to look, and in half an hour had seen Neptune.

Just so Percival Lowell, brother of

President A. Lawrence Lowell of Harvard, began in 1905 a series of computations on variations in Neptune's path, variations small and much more complicated compared to the already complicated ones which led to the finding of Neptune. Lowell even founded Lowell observatory with his own money in the clear atmosphere of Flagstaff, Arizona, to search for the planet he was ready to predict in 1914. After Lowell's death in 1916 search went on.

But one new aid had come to man's search of the skies since the finding of Neptune eighty-four years ago. In 1839 Louis Jacques Mandé Daguerre, a Frenchman, had learned how to make pictures by photography. The following year John William Draper made the first photographic astronomical observation by making a daguerreotype of the moon. Since that time the linking of the camera with the telescope has gone on, and by far the greater part of observation is now made with the camera.

So it was that on the night of last January 21 Clyde Tombaugh, young assistant at Lowell observatory, became the first man to see Planet X, as Lowell had called it. He saw it not in the heavens, but on a photographic plate. Excited, he called in Dr. V. M. Slipher, director of the observatory, and other astronomers. Not excited, these astronomers photographed the new spot in the skies night after night, and found that it moved. Then, on March 13, they announced that a new planet had been found.

All that is known of it now is that it is forty-five or fifty times as far from the sun as we are, that it is perhaps hardly larger than the earth, perhaps four times as large, and that the temperature there must be about 350 degrees below zero on the sunny side.

Nevertheless as that careful weekly *Science* puts it, "All observations indicate the object to be the one which Lowell saw mathematically."

A Nation of Elders

WHEN THE United States census-taker of the year 2000 makes his way from house to house, pad and pencil in hand, he is going to meet a lot more greybeards and baldheads, and many fewer children, than in 1930.

Our nation, still young, will be old. Still young in contrast to Continental countries, we shall be old in comparison to our present age, for we are a nation of elders in the making. So write Warren S. Thompson and P. K. Whelpton in the *American Mercury*.

In 1860 our population was about eight

times that of 1790. The writers assume our present population to be 120,000,000. This figure represents a rate of growth a little less than one-half that of the earlier seventy-year period. And in the seventy-year period upon which we are just entering, our rate of growth will still further decline. Now with this decline in rate of growth will come distinct changes in the make-up of our population.

The birth rate in this country has been declining rapidly in late years; it has been especially marked since 1920. During the last eight years the birth rate has fallen from 23.7 a thousand of population to 19.7, or more than one-sixth. However, the death rate has remained virtually static since 1920. We may assume logically that the birth rate will continue to fall. On the other hand, improvement in health conditions will prolong life.

So it is that for each group of ten persons who will wake up tomorrow, look anxiously into their mirrors, and sadly shake their heads at the realization, "To-day I'm fifty!" there are twenty-five carefree youths not yet reached twenty. But in seventy years from now the ratio will have dropped to twelve youths to ten adults. Thus will the nation mature.

How will this slowing up in population growth affect our business structure? Our industries are already turning out more products than can be sold. With a relatively diminishing market, competition will become keener; chances for economic success fewer. Adjustments will have to be made to meet the changing conditions.

However, the authors do not see the problem pessimistically. They believe we should anticipate this slowing up because it will give us time, energy, and funds to spend on improving the quality of our living. The writers see hopeful changes ahead. Perhaps when we grow up we shall learn a better use of our leisure.

Possibly maturity will lead us to develop more interest in activities of the mind and less in that of our legs. Poets, painters, novelists, musicians may stand some chance of competing with prizefighters and movie stars for places in the public favor. Symphony orchestras may rank above jazz-bands. And the great American god, Speed, may find himself ousted by a less materialistic idol.

Health Without Wealth

FOR SOME TIME much has been said about the unhappy plight of the middle-class family, suddenly assailed by serious illness. Soaring medical costs are way above them; equally impossible are the free clinics for the poor. Their plight has caused much talk. Now

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Science

something is being done to mend matters.

The Women's Medical Association has endowed the middle-class patient. The association will build in New York City a hospital to care for the class caught between the extremes of wealth and poverty. Anne Miller Downes, writing in the *Delineator*, explains the plan:

"Before the hospital is built, a great endowment fund will be completed, and the interest from this fund will be used to meet the difference between what the patient can afford to pay and what it costs the hospital to care for the patient.

"What does this actually mean to you? It means that instead of beds at seven dollars (practically never available), ten, twelve, and fifteen dollars a day, there will be fifty or more beds in small wards (of not more than six beds each), at three dollars a day, fifty beds in semi-private rooms (two in a room), at four dollars a day, and over forty beds in private rooms at five dollars a day.

"There will be a fixed, moderate fee to cover all extras, and moderate fees for physicians and surgeons attending patients receiving the benefits of the endowment—those fees to be fixed and collected by the hospital. . . .

"The third feature of this plan is the method of cutting the cost of special nursing for those benefiting from the endowment. The hospital will be constructed for the group-nursing system."

The institution, called the Gotham Hospital, is to overlook Central Park. The campaign to raise six million dollars is under way and is progressing satisfactorily. But not until the building fund and the endowment fund are in hand, will construction begin.

Mary Ross, describing the plan in the *Graphic Survey*, points out that provision has been made to alter methods radically if changing conditions in the future require it. She says:

"This patients' endowment can be used only to reduce the cost of medical care to middle-class patients, but at the end of twenty-five years there must be a survey by an independent committee, representing social and professional groups, to determine whether this purpose is best met by the plan established now. If some other method of helping the middle-class to get medical care then seems preferable, the income and a small proportion of capital may be used for it."

Science Sidelights

AS BLOOD COURSES through the human system, it carries fragments of chemical substance called hormones. These hormones are chemical messengers. According to Dr. Barry Benjamin of New York, the male hormone is the basis of masculine activity, and

the active agent which causes such success as results from Steinach gland-grafting operations for rejuvenation. According to successful clinical experiments, says Dr. Benjamin, no operation is now necessary. The hormones are isolated, put into solution, and with the jab of a hypodermic needle pumped into the blood system of a patient. Renewed activity follows, but not longer life. "It adds life to years, not years to life," says Dr. Benjamin.

● ● ON APRIL 4 an airplane crashed to the ground on Long Island, New York, caught fire, and burned to death its two occupants. On April 5 two airplanes crashed to the ground, in Texas and Ohio, and burned to death their three occupants. On April 6 two airplanes crashed to the ground, in Kansas and Nebraska, and burned to death their five occupants. Score for three days: ten burned to death. Crude oil does not catch fire, and Diesel engines burn crude oil. On April 5 opened the Third International Aircraft show in Detroit, where the first Diesel aircraft engine offered for commercial use was shown publicly for the first time.

The same week the first airplane flight from the United States to Bermuda was made, by Captain Lewis A. Yancey and two companions, a skilful feat of aviation designed to pioneer a commercial route. Also in six and one-half days Captain Frank Hawks flew from San Diego to New York in a glider towed by an airplane. Hops were from 290 to 710 miles each. Encouraging glider flight was his motive.

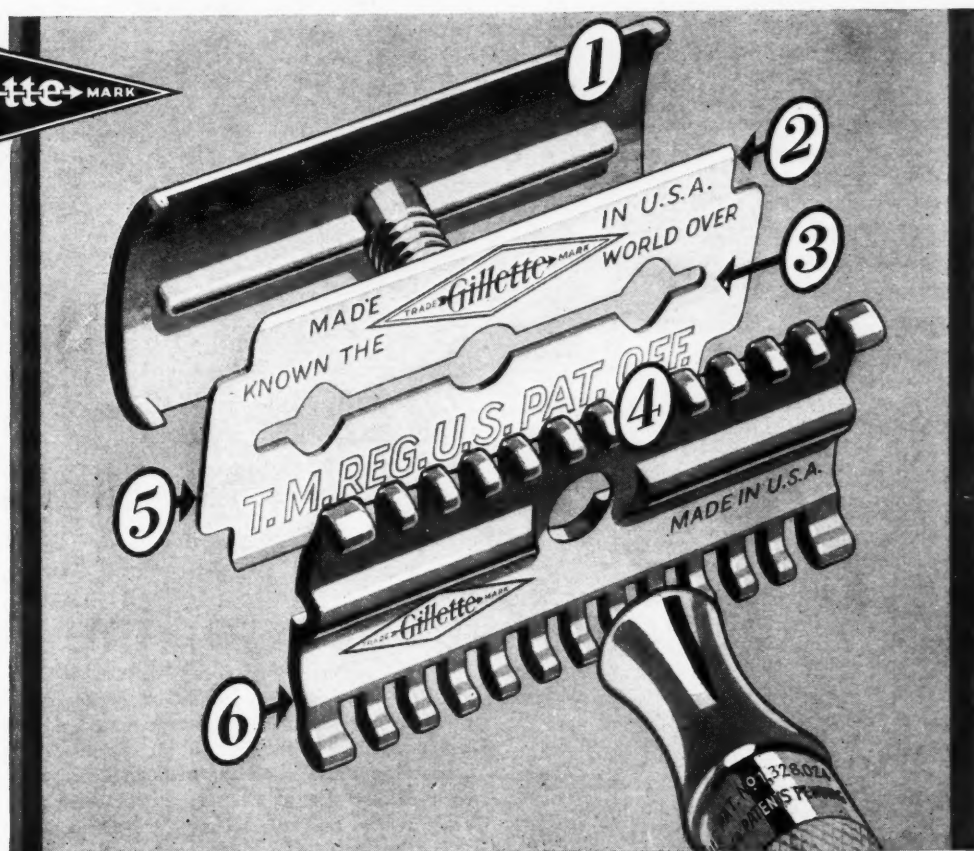
● ● PRESIDENT HOOVER, seated in the cabinet room of the executive offices, spoke thus into a telephone mouthpiece last April 3: "I did not anticipate, when I took leave of the happy hospitality which your excellency extended to me . . . at Santiago, that the rapid strides of science in partnership with commerce would so soon afford me the opportunity again to converse in person with you . . ." Six thousand miles away President Ibanez del Campo of Chile heard him, then made a return address. Later Mr. Hoover spoke with President Juan Campisteguy of Uruguay. With President Hipolito Irigoyen of Argentina he did not speak, though telephone connections were open. Officially President Irigoyen had a cold. Diplomatic gossip laid his silence to Argentine irritation at America's tariff.

The Presidential speeches opened commercial service. You may now pick up your receiver and call, via land wires and radio, any number in Canada, Mexico, Cuba, Spain, Argentina, Uruguay, and Chile. More than 98 per cent. of Western Hemisphere telephones, more than 86 per cent. of the world's telephones, can now be connected with each other.

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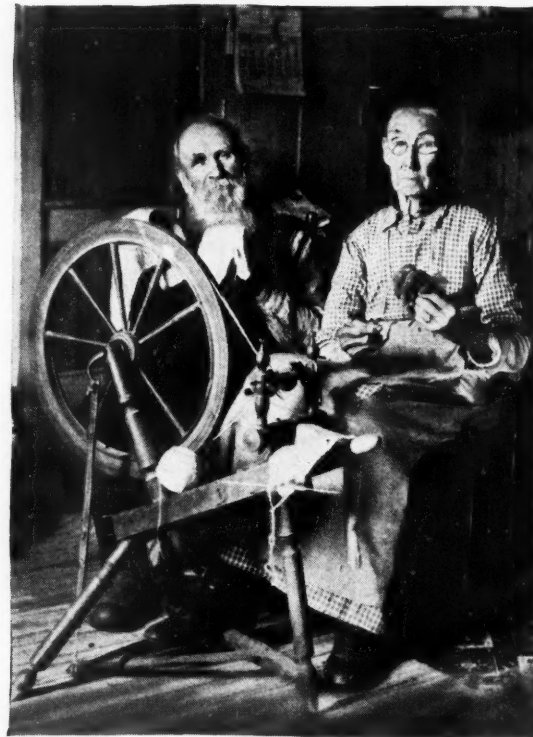
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Among the States

OLD AGE pensions are now in effect in eleven states. America is at last waking up. Germany led the way as far back as 1889, and England followed nearly twenty years later. The movement in the United States began as recently as 1923, in Montana and Nevada.



AT HOME

These two have been married sixty years. He raises sheep; she spins wool. Their home is a thing of pride.

A Brighter Outlook for the Aged

A KNOCK AT the back door while the family is eating breakfast, the shuffling of uncertain feet descending cellar stairs, denote the arrival of a seventy-year-old neighborhood waif. His ostensible job in the cellar is the worthy one of eliminating waste. He will spend most of an hour puttering around, rescuing coals that have passed through the fire without acquiring a completely ashen hue. But the operation is an economic failure, for his employer could buy a large pile of the best coal with the wage he pays the old man, meager though it is.

The old man has one fixed idea. He is determined not to be separated from the equally infirm mate with whom he has fought the battle of life for forty years. He does not want to go to the poorhouse.

Our indigent friend, however, comes within the provisions of legislation that has been adopted at the present session of the New York Legislature, for old age relief. It is not a casual affair, this bill, but the result of careful study by a commission authorized at the previous session, under the chairmanship of Senator Seabury C. Mastick. Only three of the nine commissioners were members of the Legislature. There is commendable frank-

ness in the report of those men and women. These are typical statements:

"We are convinced that the city and county home should be the last resort for the care of the aged who are normal mentally and physically.

"We have thus far made little place in our public relief system for the self-respecting and responsible individual.

"What they most want is to live out their lives among the old associations, with friends, neighbors, and the family, with appropriate work to do, and a sense of freedom, self-respect, and security."

New York has decided, therefore, to follow a trail blazed by certain western states. It will extend relief or aid—the word *pension* is avoided—varying with the circumstances but estimated to average \$242 a year, to needy persons who have reached the age of seventy and who, with that aid, would be able to live outside of institutions.

NEW YORK in April joined the ever-growing ranks of states which offer to their citizens a certain measure of security against poverty in old age. Over the hill to the poorhouse is a journey that need no longer be taken, in eleven of our states. The alternative is in the nature of a reward for services rendered, the payment of a stipend by the state to the citizen who has passed the age of sixty-five or seventy and needs a little help. The stigma of pauperism is removed.

There are, of course, many qualifications in all these old age pension laws. The recipient must be a citizen of the United States, usually of fifteen years standing. He must have been a resident of the state for a long time; in Utah it is five years, in Nevada it is ten, but most often it is fifteen years. He must have no children able to support him. He must not be a vagrant, a beggar, a wife deserter.

On the other hand, the pensioner is not required to be wholly without other means of support. He may even own his home, but 5 per cent. of the value of that dwelling is usually deducted from the allowance he would otherwise receive. A man who owns a \$3000 home has \$150 deducted from his annual pension; and when he dies the state holds a preferred claim—to the extent of the relief advanced—against his estate or his insurance.

Montana and Nevada, in 1923, were the first states to pass old age pension

States

legislation. Nevada altered some of the provisions in 1925, so that Montana furnishes the best figures over a period of years. Unfortunately for our present purposes, the State Auditor's biennial report for 1928-1929 is not due for several months. We have, however, comparative figures for five years which show a steady growth in recipients and in the sums paid. The average pension in Montana is \$166.

Wisconsin, in 1925, was the first state to share the expense with the county; but even with that inducement Wisconsin counties have been slow to adopt the provisions of the law. It is optional, not mandatory. There are now six counties offering old-age pensions in place of almshouse care, and until last year there were only four. In 1928 there were 290 pensioners receiving from \$5 to \$30 a month, the average being \$20.

Records kept by the Wisconsin State Board of Control throw much light upon such things as age and previous condition of servitude. For example, 167 were men and 123 were women. Seventy of the men had wives living, but only 18 of the women had husbands. Eighty-one were born in Wisconsin, 104 elsewhere in the United States, and 105 in foreign countries. One hundred and fourteen were over 70 and less than 75; 108 were between 75 and 79, and 68 were 80 or more. The 290 had 876 children living and 1938 grandchildren.

KENTUCKY BECAME the fourth state to adopt old age pensions, in 1926, with Maryland and Colorado following in 1927, and Wyoming, Minnesota, Utah, and California joining the others in 1929. Eleven states, including New York, have thus recognized—to borrow a phrase from the Nevada law—"the just claims of their inhabitants upon the aid of society, without thereby annexing the stigma of pauperism."

In seven of the states referred to here, one must be seventy years of age before becoming eligible to receive aid; in the others the limit is sixty-five. The customary rate of payment is one dollar a day, though in three states the maximum is \$300 per year and in one it is \$250. In New York it is proposed that payments shall run from \$5 to \$50 per month.

New York's old age security legislation has not been wholly acceptable to Governor Franklin D. Roosevelt. The commission opposed exclusive state management, recommending a plan of state administration and county management. It opposed a contributory old age pension system, for the reason that it would not help those who need relief now. It emphasized the expense of a system which would include either one of those ideas. It is in just those respects that the Governor criticized the work of the commission, though he signed the bill.

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Among the States

Fifty thousand persons, it is estimated, will qualify for assistance under this old age security law in New York, and the annual cost will exceed \$12,000,000. It might be hoped that the phenomenal increase in life insurance, in industrial pension systems, and in workmen's compensation will reduce in future years the proportion of those who need assistance in their old age. The figures are impressive: 267,000 persons employed in New York State come within public pension systems; 490,000 others are protected by industrial pensions; there is twelve billion dollars' worth of life insurance in force in the state, a five-fold growth in fourteen years; \$30,000,000 is paid annually to disabled workers and widows under the workmen's compensation law; and so on.

The outlook for the average man, as regards poverty in old age, surely grows brighter as the years roll by.

News from the States

NEW YORK's old age security bill, the provisions of which are set forth in the preceding article, was signed by Governor Roosevelt on April 1. It had originated in the Senate, as the result of careful study, and had been accepted by the Assembly without a dissenting vote. Payments to 70-year-old needy persons will begin on January 1, the state furnishing half of the money required. The legislation does not fix precise limits, either minimum or maximum, to this monthly pension.

● ● MASSACHUSETTS votes Wet in the *Digest's* straw ballot poll, but it elects Drys to the legislature. The House on April 1 defeated a bill looking toward repeal of state prohibition enforcement, voting Dry 123 and Wet 110. The measure did not originate in the House; it was an initiative petition, coming up from the people themselves. Under the Massachusetts constitution, 5000 additional signatures to the petition will bring the question before the voters at the November election, even without the consent of the legislature.

● ● OKLAHOMA petroleum producers have agreed to continue during the second quarter-year their curtailment of excess production. This is under a working arrangement with state authorities, in an effort to keep within bounds the nation's oil supply. Overproduction means waste, as well as lower prices. Under this agreement the state's output is limited to 600,000 barrels a day. Statistics compiled by the American Petroleum Institute show that Oklahoma's actual production averaged 624,000 barrels daily dur-

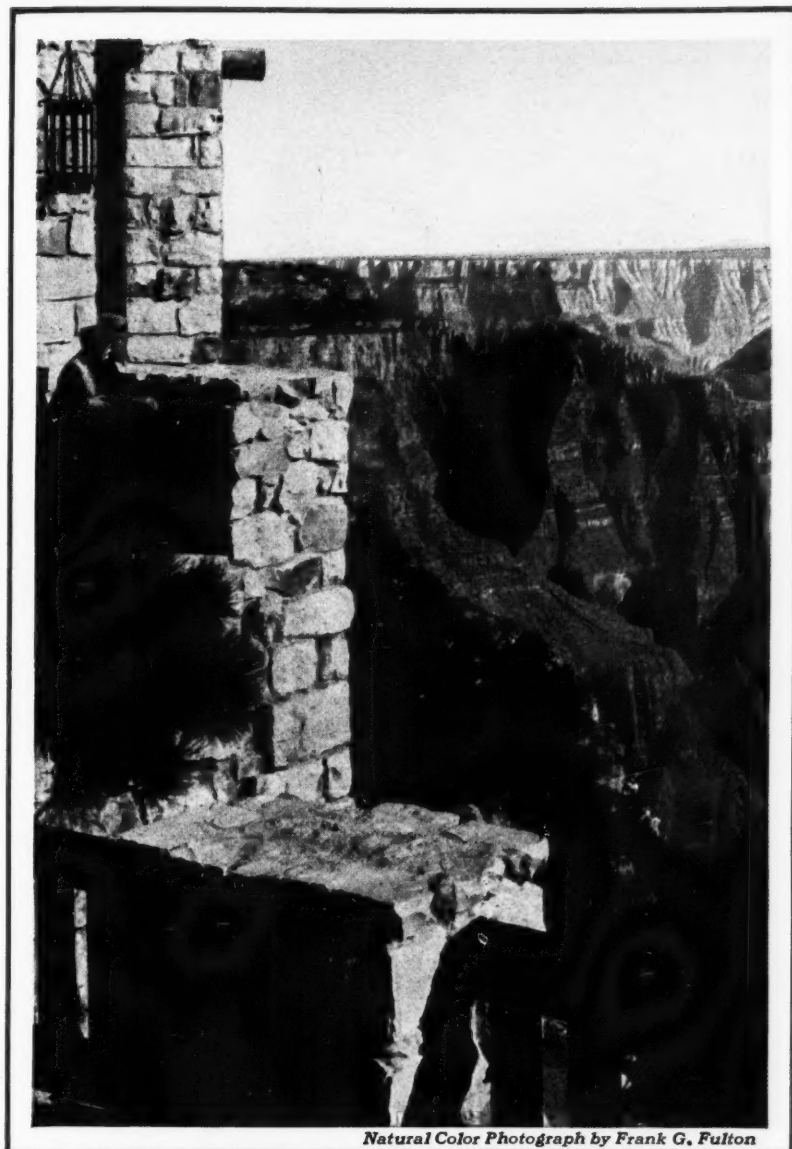
ing the first three weeks of March. Oklahoma thus voluntarily surrenders to California second rank as an oil-producing state, Texas being first.

● ● CALIFORNIA's gas conservation law has been held to be constitutional in a decision handed down by Superior Judge William Hazlett. It is intended to restrain overproduction of gasoline by penalizing waste of natural gas. Originally it was to take effect last August. The court decision came in March, and it was expected that the law would go into operation before May 1.

● ● KENTUCKY has provided by law that ballots cast on Election Day shall not be counted until the day following. The state went Democratic in the presidential elections of 1916 and 1920, and Republican in the elections of 1924 and 1928. Since it belongs in the doubtful column, it is conceivable that rival candidates and a whole nation may wait anxiously for twenty-four hours upon the result in Kentucky.

● ● ILLINOIS is determined to abolish dangerous railway grade crossings, and in this work it has the coöperation of railroad companies. The state will spend approximately \$2,000,000 during 1930 to wipe out death traps, and the roads will spend an equal amount. Twenty crossings to be eliminated are in the Chicago metropolitan area, and twenty-one are in other sections of the state.

● ● THE STATES have once more entered the money market—a reflection of changed conditions in financial centers, which have made bonds more popular than they were just before the stock crash, and an indication that our state governments are doing their part to relieve unemployment by forging ahead with public works. Among the states floating bond issues—all during the last week of March and the first week of April—are North Carolina, South Carolina, West Virginia, Missouri, Idaho, and New York. It is the first time that South Carolina has offered a long-term bond issue since 1916. Its present financing is the initial instalment of a four-year program of road building, to cost \$60,000,000, payable primarily out of gasoline and motor vehicle taxes. North Carolina's bonds will be used for public buildings and schools as well as for highways, and in addition there is a \$2,000,000 appropriation for improvements in the new Great Smoky Mountain National Park. The most interesting item in New York's borrowing is \$22,000,000 for state institutions, necessitated by overcrowded conditions in both prisons and hospitals for the insane.



Natural Color Photograph by Frank G. Fulton

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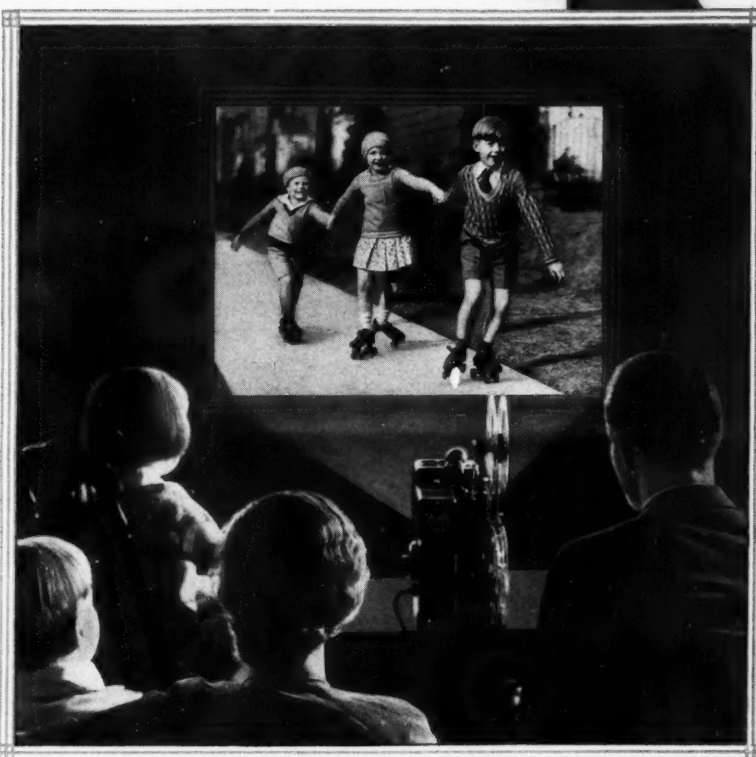
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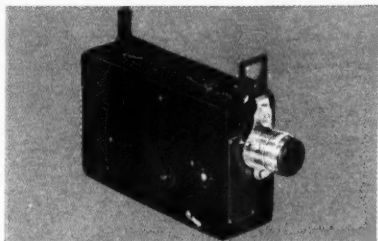
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IN OBERAMMERGAU: LEFT, ALOIS LANG, THE CHRISTUS; RIGHT, THE INNKEEPER'S DAUGHTER, WHO PLAYS MARY MAGDALENE

The World's Most Popular Play

OBERAMMERGAU is the focus of land, sea, and air routes for 1930. Once more the Bavarian village has become a play-shop where long hair and unshaven faces transform woodcarvers and stenographers into Biblical characters. From May until October the peasants will keep their vow, three centuries old, by performing the drama of a simpler age before 200,000 sophisticated visitors from all over the world.

The Passion play is one of the important survivals of the Miracle plays of the Middle Ages. In its present form it depicts the last days in the life of Christ in eighteen acts, accompanied by music and twenty-five tableaux from Old Testament history. Originally the monks of the Augustine monastery of St. Ulrich gave the play on stated holy days. As the villagers of Oberammergau had learned the art of woodcarving, their far-famed profession, from monastic fathers, so from monks they learned to act. For the play was the tabloid of the sixteenth century.

How long the Bible story had been taught through Miracle plays before the Black Death visited the Upper Ammer River is not known. At that time, 1633, it is said there were about 600 persons in the town. Half of these were stricken. The rest gathered in the chapel to pray for deliverance from the plague, and as a thankoffering they vowed to act the passion and death of their Lord every ten years forever. The first commemoration came in 1634. In 1680 the decimal year was chosen for the regular performance,

The 1930 Passion Play

May 6—Dress Rehearsal.

May 8—Final Rehearsal.

Performances

May: 11, 18, 25 Sundays.

June: 1, 9, 15, 22, 29, Sundays except 9 which is a Monday.

July: 2, 6, 9, 13, 16, 20, 27, 30, Wednesdays and Sundays.

August: 3, 6, 8, 10, 13, 17, 20, 24, 27, 31, Wednesdays and Sundays and one Friday.

September: 3, 7, 10, 14, 21, 28, Sundays and two Wednesdays.

and since that time the inhabitants of Oberammergau have kept their oath with only two interruptions. The Franco-Prussian War interfered in 1870, and the aftermath of the World War postponed the 1920 play until 1922.

The Passion Play has gone through a process of evolution during the last three centuries. It has still the direct dramatic force of Bible phrase and picture, but each decade has seen slight changes. Rochus Dedler, a village schoolmaster, composed the music in the eighteenth century. Twice the monks of Ettal rewrote the original version before the nineteen hundreds. Today great care is given to detail in production. One recognizes scenes from Rubens, Raphael, Murillo, and other European masters, in the tableaux

and sets. Rouge, lip-sticks, and wigs are taboo among the actors; daylight assures realism in lighting effect; but no pains are spared to supply the finest costumes which can be made in Oberammergau.

IT WAS NOT long before the original play given in the village church on the first Sunday in May outgrew its limited quarters. A Roman road running through the valley brought curious folk from near-by towns, and as word of the celebration spread, a caravan of ox-carts made its way from all the country round. The performance was then moved to the churchyard, and later to an open-air theater where the Bavarian Alps formed a fitting back-drop.

Today the auditorium, seating 5000 persons, looks through a great oval to a stage as large as that of the opera house in Paris. Of the 700 actors, musicians, and singers who take part, 500 can be accommodated on the stage at one time. The new glass roof allows natural lighting, at the same time protecting the actors from rain. The Passion Play begins at eight o'clock in the morning, continues until twelve, and after a two-hour interval, proceeds for another four hours. It will be given once or twice a week for thirty-three audiences during the coming months. Details are given in calendar schedule on this page.

Preparations for the Passion Play begin six months before the first performance. Of the 2400 inhabitants of Oberam-

(Continued on page 137)

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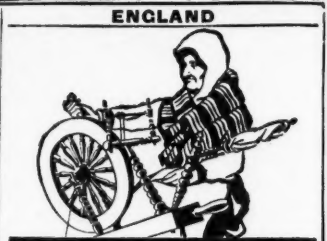
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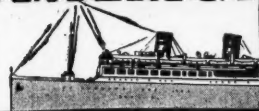


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Travel

(Continued from page 134)

mergau, nearly everyone has something to do with the production. Through generations of training, the villagers have become skilful actors, producers, costumers, and musicians. Between times each man and woman plies his trade, but each takes part in amateur dramatics which are the training school for the great play. In the fall of the year preceding the decimal year, a committee made up of the priest, burgomaster, council, and other members selected by popular vote, choose the cast. Only persons of good moral character may compete for parts, and each part requires an alternate.

The highest honor which the village has to bestow is to appoint one of its number the Christus. After three decades in this rôle, Anton Lang, the master-potter, will recite the prologue this season, while his last under-study and distant cousin, Alois Lang, is to take his place in the lead. The part of Mary, mother of Jesus, is to be taken by Anni Rutz, a twenty-three year old blonde with a good voice. Fraulein Rutz is a typist by trade. Her chief rival for the coveted part was Hansi Preisinger, a talented young actress who hopes some day to make her début on the legitimate stage, and who has been given the part of Mary Magdalene. Other important characters of the play are those of the disciples, High Priest, Herod, Pilate, and Salome. St. John will be interpreted by Hans Lang, young sculptor; Peter, by Peter Rendl, also a sculptor; and Herod by Hans Mayr, the Second Burgomaster. Those who are not engaged in rehearsing, practising in orchestra and chorus, directing, or cutting and fitting costumes, are scraping and bedecking their homes in preparation for the vast influx of visitors.

IT IS NO EASY task for so small and primitive a village to provide bed and board for more than twice its population once or twice a week for five months. Beside the inns which the town boasts, each householder must prepare to take paying guests, and lucky visitors will find themselves in the homes of Peter, John, Mary, or the Christus himself. In the Bavarian peasant style the exteriors of these ancient chalets are decorated with frescoes—many of them Bible scenes. And although one may not find luxury within, he is assured of hospitality, a spotless bed, and wholesome food. For all this the price for two nights, two dinners, breakfasts, and one lunch, ranges between eight and twelve dollars.

Landlords in the village are the only persons from whom tickets may be obtained, and these are issued in connection with arrangements for rooms. Prices according to seats run from two-fifty to five dollars. Only sincere devotion to their tradition would prevent villagers

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Travel and Exploration

from exploiting their unique monopoly. Proceeds from the play are divided into four parts—one each for the church, the actors, production expenses, and to furnish homes for reception of visitors.

All agencies are marking routes to Oberammergau this season. For a time air service to the town itself was promised, but the rugged Alps surrounding the village have made this impracticable. Instead there will be special planes of the South German Luft Hansa meeting ships at Hamburg and Bremen to carry travelers direct to Munich, and thence by motor coach to Oberammergau. Passengers arriving at one of these ports in the forenoon may reach the village the same day.

Motor roads through Switzerland, Italy, Austria, and Germany lead to Oberammergau. Many private cars and touring busses will stop at Bolzano, proceed through picturesque Tyrol via Innsbruck and the Bavarian highlands to Oberammergau. Thousands will explore South Germany, stopping at Munich and from there taking coach or train to the town. A new express service over the Amersee Railway has been opened this year to facilitate travel.

Already accommodations for some of the performances have been filled and agencies are asking persons anxious to see the great spectacle to make reservations as soon as possible. It has also been urged that those who can, should choose May, June, or late September to visit Bavaria, as the tourist season brings those who cannot travel at any other time. Because of the length of the performance it is necessary for guests to arrive in town on the previous evening and remain until the day after the play.

Incidentally this allows one to look around the quaint town, which preserves the customs and culture of a by-gone age as far as it is possible for any remote district to do in this day of radio, movie, and airplane. A trip is hardly complete unless one absorbs the natural beauty of the tiny village settled beside the winding river and surrounded by great mountains, or takes time to study the ugly witch and innocent children on the walls of the Hansel and Gretel House, so cleverly drawn that one wonders if the story were written after the murals. One must also visit the shops which have produced some of the greatest wood carvings in the cathedrals of the world, for Oberammergau was known for its figures of Saints and Virgins long before it was recognized as a dramatic center. The peasants of Bavaria have long drawn attention by their simple life, their feathered caps and bright tunics. It is worth while stopping a bit before rushing on to the next country to discover why it has been possi-

ble for this district to preserve a religious tradition for three hundred years in a skeptical world.

Seeing Europe in Your Own Car

NO LONGER is motoring abroad a luxury to be enjoyed only by the ultra wealthy. For a party of four it costs little more than first class travel by rail; and the possibility of going wherever roads go, of putting up wherever fancy dictates, and of thus avoiding the tourist mob in train and hotel, provide advantages which outbalance the extra expense. According to *World's Work*, the cost of motor travel in Europe is about \$400 for three months, plus upkeep of the car.

Three methods of motor travel are described in the article. If one wishes to drive his own car abroad, he should first join a recognized automobile association, as the A. A. A. With this agency he leaves photostats of licenses of all persons who are to drive, passport size photographs of the owner and of each driver of the car, and a bond for \$100. Secondly he fills out a blank giving description of the car, insurance policies, financial references, sailing date, and boat, and the countries to be visited.

The cost of transporting an average car is \$225 a round trip. Except on the Fabre Line cars are carried as baggage, uncrated. If notified a week in advance, an agent of the A. A. A. will meet the incoming steamer, and take care of all red tape, from getting the car off the boat and through customs, to providing international traveling passes and gas for the first lap of the journey. The papers, which cost between \$40 and \$50 according to the port of entry, include insurance, and passes which enable one to go through border customs without a deposit for each new country.

In addition to these charges there is the national tax varying according to country. This *laissez passer*, good for two months, costs ten francs a day in France and one mark a day in Germany. Travel is free for three months in Italy, and for four in England. On return to the United States cars are declared as baggage, and an American registration card is required, the article continues.

A second method of motor travel in Europe is to purchase a car through one of the automobile clubs abroad. In buying a car, one may contract to return it to the owner under certain conditions, for thirty to thirty-five per cent. less than the original price.

Renting runs from \$50 to \$150 a week without chauffeur, and a recommended



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Travel

driver may be hired for from three dollars a day upward. While taxes are paid by the agency, the traveler pays for his own fuel and upkeep.

It should be remembered that one drives on the left side of the road in England, Czecho-Slovakia, and Sweden. Other road rules vary according to country and season, but are simple.

Europe is a kind of paradise to the American driver. Not only are there 638,000 miles of paved highway exclusive of city streets, as compared to North America's 169,000, but there are only one twenty-fourth the number of cars per mile to clutter up the roads. There are plenty of garages, service stations for the more popular American makes, and the roads are well marked with sign posts. Furthermore there are many good maps giving road directions, lists of hotels, prices and other details.

The Automobile Club of America has recently published a booklet giving much information about touring abroad.

In Gothic Prague

ONE MUST SEE Prague covered with snow or else, in the spring, under the pink snow of cherry blossoms and Judea tree flowers. In May the bronze domes of the churches, the roofs of the palaces, seem to have turned newly green, like the trees; and lilacs, in purple bloom, stand out against the blackness of old walls." So writes the poetical Paul Morand in *Vanity Fair*.

The roofs of Prague impress Morand. Rococo, arched with irregular angles, steeples, clock towers with heraldic monsters. And the black tiles of the Rathaus, that look like the plates of old armor. But outdoors men smoke long pipes with porcelain bowls, watching flocks of young goslings—the country's pride. Peasant women in black with silken fichus.

Prague, with its ten hills, is like a bowl. It has the palaces of Vienna, the gardens of Dresden, and the ghetto of Cracow. An ancient Jewish cemetery, packed with priceless monuments, is flanked by the oldest synagogue in Europe. Later came the Protestant hero, John Huss; and German music which denationalized the Czechs until the World War.

Now in their walled recesses the Madonnas, characteristic of the old city, are being replaced by the heads of deputies, and other political heroes. The palaces of the great nobles were requisitioned by the new government in 1918—hence the legations' magnificent quarters!

Skoda steel and Batya high-production shoes give the modern industrial touch. And yet—

"Very late, one returns to the deserted streets," writes Mr. Morand. "One thinks of the evenings of the great win-

ters, of the old stoves of rococo porcelain into which whole forests disappear, of Prague under the snow . . . of those silent medieval nights in which only the candle of an alchemist making gold from base metal burned, the while from the belfry of Prague the iron hours struck."

Travel Sidelights

SUMMER USHERS in a new era of air-mindedness. More extensive service with new attention to safety is promised for the summer months.

It is estimated that 23 per cent. of America's air travelers are women. Most fly for pleasure, according to reports.

● ● DR. HUGO ECKENER, commander of the Graf Zeppelin, has been conferring with American bankers and aircraft companies, to arrange a transatlantic dirigible service between Europe and the United States. Companies involved are the National City Bank, the German Zeppelin Company, the Goodyear-Zeppelin Corporation, the United Aircraft and Transport Corporation, the International Zeppelin Transport Corporation, and others. Four dirigibles are to be used.

● ● THE TRANSATLANTIC racing season was opened by the new record set by the *Europa* on March 25. This new liner profits from the fire that kept it from entering the service with the *Bremen* last year. There are anti-rolling tanks aboard; apparatus in the gigantic funnels forces smoke up, away from the decks before it blows out to sea; and propellers move more swiftly but reduce vibration to a minimum. The most modern radio equipment is installed, and even lifeboats have individual sets. Incidentally lifeboats are motorized, and will carry 4000 persons, many more than the ship accommodates. Interior decoration is a modified modernism.

● ● SPECIAL AIR SERVICE to Oberammergau via Munich has been inaugurated by the German Luft Hansa (see first article in this department, page 133).

● ● THE PACIFIC NORTHWEST looks for increased tourist trade this summer. The *Prince Henry*, launched by Ishbel MacDonald in January, will be initiated into the Alaska service out of Vancouver to relieve the overburdened *Prince Rupert* and *Prince George*. Until June 7, when the summer schedule will be inaugurated, steamers will sail Mondays going only as far as Stewart. After that time there will be six sailings a month

Travel

for points as far north as Skagway.

● ● ACCORDING TO FIGURES from Ottawa, close to 13,000,000 Americans, about one-tenth of the total population, visited Canada last year. Although many of these were seeking to quench their thirst, huge numbers enjoyed the scenery of the Rockies, the trout fishing, and picturesque French Canadian life.

Travel Calendar

BESIDE THE Passion Play some important events in Germany this season will be:

June 6-9, and every Sunday during July and August—"Der Meistertrunk," historic play with shepherd's dance, pageant, etc., to be given in Rothenburg-on-the-Tauber.

June 20, Augsburg opens the 400th anniversary of the Augsburg Confession. Plays and concerts in July and August.

June 24, Gutenberg festival at Mainz.

July 2, Wagner-Mozart Festival at Munich until September.

● ● THE BRITISH ISLES—June 4, Derby Day at Epsom.

May until August, The Royal Academy will hold a summer exposition at Burlington House, London. The Scottish Royal Academy will exhibit the work of living artists in Edinburgh.

June 16-23, English Open Golf Championship at Formby. Tennis Championships at Wimbledon on the 23rd.

June 25, Irish Derby at Curragh.

July 7, Shakespeare Summer Festival at Stratford-on-Avon.

July 8, Regatta of the Royal Yacht Club at Bridlington.

July 9, British Empire Garden Party at London.

July 26, Rush-bearing, a local celebration at Ambleside in the Lake district.

● ● FRANCE—JUNE 8, 9, Aviation Festival at Paris.

June 20, Religious Festival at Paray-le-Monial.

● ● ITALY—July 14 to August 28, Summer courses in literature, art, and history in Florence.

● ● AUSTRIA—Two weeks of festival at Vienna. June 1-16, with special performances in all theaters.

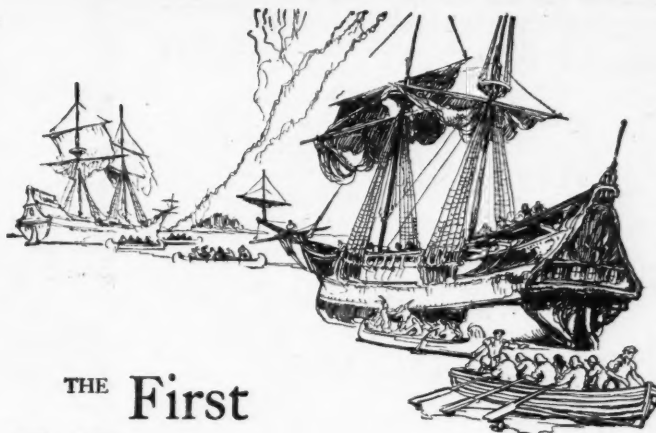
June 12, Congress of Collectors and Lovers of Art at Gmunden.

June 23, St. John's Fire on the mountains for two days.

July 6, International Regatta on the Danube in Vienna.

● ● ICELAND—June 26-29, a three-day celebration of the founding of the Parliament 1000 years ago at Reykjavik.

• CANADIAN VACATION •



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Education

Going to College Abroad

IN HOLLAND

Many Americans combine summer study at Europe's universities with their vacation travels.



Ewing Galloway

THE S. S. AGRICOPOLUS steamed out the narrows of New York harbor one bright June morning and the Van Wyck family once again smiled happily on one another. Only two months before the family unity had been sadly shaken.

The friction had come during the annual discussion of the vexing question where to spend the summer. Nancy was eighteen and determined. Music. That was the only thing which claimed her interest. Her summer must be devoted to music. Brother William, bespectacled, serious, was devoted to a search for the enclitic "e" in early Anglo-Saxon. Dr. Roger Van Wyck, twenty-six and a surgeon, wanted to study medicine in Vienna. Mr. Van Wyck wanted to play golf all summer long. And Mrs. Van Wyck wanted to go to Paris to buy some frocks.

Thus was the family split. And only the happy solution of their all going to Europe brought them together again. Nancy could spend the summer in France, in the Fontainebleau School of Music; William could explore the fascinating enclitic on its home-territory, in Oxford University; Roger, the doctor, would study in the University of Vienna; Mr. Van Wyck would golf from Scotland through England, through France, to Austria. Mrs. Van Wyck could have her weeks in Paris, with possibly a week in Geneva to attend the lectures on the League of Nations. It would come in handy for her Current Events Club for the rest of the year. Thus the problems of the mythical Van Wycks were solved.

Now it has been known for a long time that one could golf in Scotland

and buy dresses in Paris. But that one could study such diverse subjects as music and Anglo-Saxon at the universities abroad in the brief summer vacation, and find there summer courses especially designed for the visiting student, is only now being brought home to young American vacationists. Summer schools abroad are varied, inexpensive, and easy of access. The thing began in a small way after the War, and has grown until now there are more than 100 universities abroad which are offering courses for visiting foreigners this summer.

YOU MAY drop in for a week's lectures, or stay three months. Most of the courses are in session for six weeks, but usually students may enter at any time and stay for any length of time they wish. No academic degrees nor entrance examinations are required for admission, though some of our own universities will give students credits toward degrees for courses followed in European schools.

From the 100 and more foreign universities offering courses this summer, you may choose any one of fifteen countries—Austria, Belgium, Czechoslovakia, Denmark, France, Germany, Great Britain, Ireland, Hungary, Italy, Jugoslavia, Netherlands, Portugal, Spain, Switzerland. Admission can generally be arranged on the spot, so that there remains ample time to make plans for the coming season.

For the first time, Charles University in Prague will hold a vacation school planned under the auspices of the British Society of Czechoslovakia and the American Educational Committee of Prague. The courses will be given in English and

will consider Central Europe, particularly Czechoslovak civilization. The session will be from July 21 to July 30.

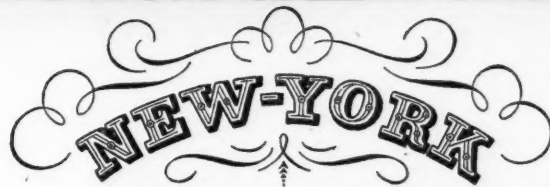
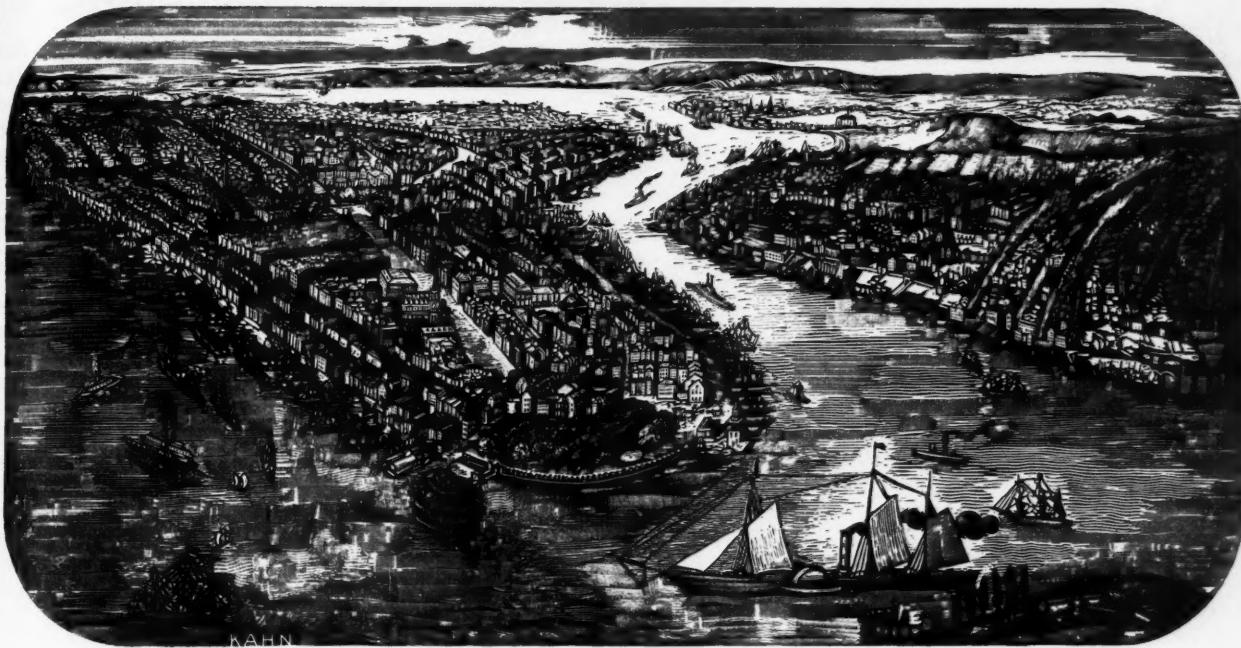
Generally the courses study the language, literature, history, and civilization of the country in which the particular university is located, and the language of that country is used in the university. The University of Geneva, Switzerland, will as usual specialize in French language and literature, and the courses will be held from July 4 to August 11.

Music students may choose the Fontainebleau school, exclusively for Americans, held in one of the most beautiful palaces of France, one hour from Paris; the Salzburg Orchestral Academy; or the Vienna Summer School. At Salzburg, from July 5 to Sept. 5, courses will be given in singing, piano, violin, organ, conducting, orchestration, musical theory. Students will be admitted to rehearsals of the Salzburg Music festivals and will be given an opportunity to practise with the Mozarteum Symphony orchestra, as well as to visit Vienna musical affairs.

Paris, mecca of art students, will draw many to the Institute of Art and Archaeology of the University of Paris, which is offering a course primarily for teachers of art and curators of museums. The Carnegie Endowment for International Peace provides about twenty scholarships annually for Americans to attend the course, which is from July 7 to August 23. The scholarships are administered by the Institute of International Education, 2 West 45th Street, New York City.

The Geneva School of International Studies, of which Professor Alfred E. Zimmern is director, will hold its seventh

THE HIBERNIA=1847



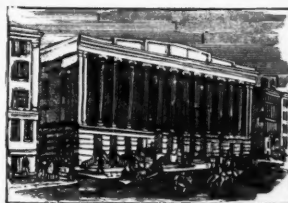
CELEBRATES THE ARRIVAL OF THE FIRST CUNARDER

WAIL to the Hibernia"—Huzzas that fairly rent the sky in twain. New York's great day. December 29th, 1847—when an entire populace swarmed to its waterfront to cheer the coming of the First Cunarder to the harbour of New York . . .

What an event, what history was made this day, the New York Herald tells the story—

"This steamer will be the pioneer of the Cunard steamers to run between Liverpool and New York . . . The arrival of the Hibernia . . . is only the beginning of the revolution that is going on in ocean steam navigation, which will ultimately result in drawing all steamers to this port. Our geographical position, our immense commercial advantages, and the tendency of travel to this city, point to that result. Our merchants ought to welcome Capt. Ryrie to New York. Why not give him a public dinner, on Friday next?"

And what a dinner Manhattan gave to the good Captain Ryrie! "In the name of the city and of the merchants, we welcome you to the



Merchants Exchange

city of New York, Captain Ryrie" . . . said Depeyster Ogden, Toastmaster. "The establishment of this new Cunard Line is the commencement of a new era in steam navigation. The Cunard steamships have been attended with undreamed-of success . . . the skill and science displayed in their navigation is deserving of praise, and reflects the greatest credit on all concerned."

Seven years previously, to be exact, on the 19th of July, 1840—another *first Cunarder*—the famous *BRITANNIA** had sailed into Boston—had opened the first regular steamship passenger and mail service with the Old World—and had initiated a new era in human intercourse.

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from the handful of passengers carried in 1840—to almost 300,000 carried in 1929. From the quaint, miniature Paddle wheel *Britannia*—to the magnificent colossi of the Seas—The *Berengaria*, the *Aquitania*, the *Mauretania*.

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CUNARD

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* Facsimile copy of the sermon, Ezra Gannett preached in old Federal Street Meeting House in Boston upon "The Coming of the *Britannia*", as originally printed in 1840, will be sent free upon request. Write for it.



THE spirit of Nippon is symbolized in Kinkaku-ji. Today, just as in the Sixteenth Century, this "Gold Pavilion" is an object of adoration by a people to whom the love of beauty is a sacred and holy thing.

So it is in all Japan. The same undercurrent of emotion lends an unforgettable tenderness to the Kabuki Drama; to the dainty Tea Ceremony; to the Classical "No" dance and the countless rituals of a fine culture developed through thirty centuries of emotional expression. The same spirit is behind the courtesy that attends every step of your visit to delightful Japan—the world's greatest vacation land.

Hand in hand with these evidences of aesthetic growth are the luxuries of today. Modern railroads and motors, and great hotels with all Occidental conveniences are at your call as well as the finest facilities for golf, tennis, and the other smart sports of the moment.

The wonderlands of Japan, Korea, Manchuria and China are reached from the United States and Canada by the Nippon Yusen Kaisha, Osaka Shosen Kaisha, the Dollar Steamship Line, the American Mail Line and Canadian Pacific. Full information will be furnished by any of these Lines, any tourist agency, or by the Japan Tourist Bureau.

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Education

session this summer. This school grew out of a series of informal lectures given by Professor Zimmern. The lectures became so popular that the school was organized to help students "understand the general background of international relations and some of the major world problems of the present day." The sessions are to be from July 14 to the end of September, and lectures will be given either in French or English. Last year 450 students from thirty-seven countries attended the school. The Geneva Institute of International Relations will offer a week of lectures from July 27 to August 1 for tourists who wish to see something at first hand of the workings of the League of Nations. Lectures are to be given by prominent members of the League Secretariat or by other authorities on international affairs. The Academy of International Law at The Hague will have courses from July 7 to August 30 for students who already possess some knowledge of international law.

The famous English universities of Oxford and Cambridge will be among the most popular with American students. The main subject of the Cambridge meetings, from July 25 to August 14, will be "Some Aspects of the Twentieth Century," with lectures on literature, science, the arts, social and economic development, with particular reference to England.

Europe is not alone in offering courses to Americans. For the first time this summer the Tokyo Imperial University will have a vacation session. Courses will be given on the history, geography, literature, art, economic development, education, music, religion, and politics of Japan. The University of Hawaii will also offer courses in Oriental culture, from June 30 to August 8. The second annual Brazil summer school will be held in Rio de Janeiro from July 10 to August 12.

A complete catalogue of the 118 courses offered by European universities has been compiled by the League of Nations Institute of Intellectual Coöperation and may be obtained for fifty cents from the World Peace Foundation at 40 Mount Vernon Street, Boston, Mass.

Robots Versus Scholars

WITH LESS than three times the population of Britain. America has more than 100 times as many colleges. Why is it that a new country should have more seats of learning than one of medieval heritage? Because Big Business having placed its stamp of approval on higher education, America has decreed mass instruction to accompany the national mass production.

Education

For the latter, along with salesmanship and luck, seem to Europe to be the things which have given the United States the highest standard of living known to the human race.

Such is the thesis of John Dugdale, British journalist and Oxford graduate, writing in *Current History*.

He declares that Dr. Alexander Meiklejohn, late president of Amherst, has found three leading motives for going to college in America. The largest number attend because university education is almost essential for a good post in business. This group is not interested in scholarship, but regards colleges as a means to an end. You "cash in" later on in life; a situation without parallel in England where the employer wants experience and not the classics. A good business course there is non-existent, it seems.

Class II in America is filled with a vague ambition to learn something—they don't know just what. They want to be in the popular swim. "This thirst for knowledge," says Mr. Dugdale, "is seen in its worst form in the booklets that tell people how they may become 'cultured in six months.'" Had they been Europeans, these youngsters would never have thought of a university education. And yet—"too long has Oxford been a place where only the sons of the rich and the 'upper classes' go. In a university sense England is still an oligarchy."

Class III consists of the few real American thinkers who go to college because they are genuinely interested in learning for its own sake. They care neither for cash values nor for fraternity social life. These are the men and women who will ultimately be of greatest value to the nation culturally and esthetically.

"But there is serious danger that the influx of the masses into the university will deprive these valuable individuals of a higher education," adds Mr. Dugdale. "That this danger is recognized by a number of educators who are behind the new educational movements in this country is evident in the sudden revolt against mass production. Swarthmore, Bryn Mawr, Rollins, as well as the universities of Wisconsin and of Buffalo, have all begun experiments designed to salvage the individual from the flood of mass education."

This is being done by keeping small colleges small, and by subdividing the larger ones. Harvard, for instance, is being split into four residential units to foster group spirit; and Yale will proceed on similar lines. English honors schools and the tutorial system of individual instruction are also being introduced to combat the mass mediocrity.

"The American university," concludes Mr. Dugdale, "with its group spirit, its conventions, and its tyranny of the



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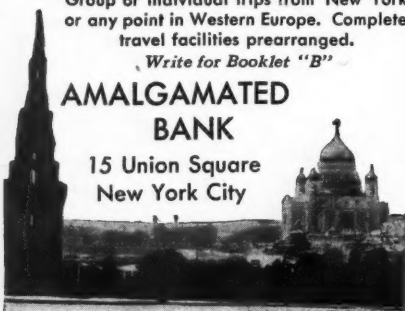
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Education

masses over the individual, is far more like the English public school than it is like Oxford and Cambridge. Like the public school, too, it doles out information instead of knowledge—a natural result of catering to the masses instead of to the individual. . . . If the masses can be educated without swamping the individual, then indeed America will have achieved something which Europe as yet has not attempted."

Education Sidelights

THE YALE DAILY NEWS is authority for the statement that 15,000 students, of 24,000 answering Prohibition questionnaires, replied that they drank. Fourteen colleges throughout the East and Middle West registered overwhelmingly wet sentiment in the poll initiated by the *Harvard Crimson* and conducted by undergraduate newspapers. Students denying contact with liquor numbered 8569. Voting for repeal or modification were 15,595 while 4517 declared for strict enforcement. Princeton polled the wettest vote of the fourteen colleges with 79.1 per cent. of the student body admitting drinking.

● ● BIG BUSINESS has again entered the rarefied atmosphere of learning. Massachusetts Institute of Technology, leading and important university, has reorganized its administration on the pattern of a large commercial corporation. Dr. Samuel W. Stratton, present president, suggested the change. He will become chairman of the executive committee and the corporation, a new position. Dr. Karl Taylor Compton, head of the department of physics at Princeton University, will become president of the Institute. Dr. Stratton will share the responsibilities of administration with him, but will be relieved of much of the detail. The change will be effective in July.

● ● JOHN ERSKINE says: Education should develop what is in the child and not make him conform to the curriculum. . . . The present method of education is simply not getting results. America is the only country where the schools teach languages in such a way that no pupil can speak them. This is the only country in which one cannot tell from the way the college graduate speaks and writes whether he is educated. This country alone has a curriculum without reason.

● ● FIFTEEN STALWART men-of-Yale—of whom four were English—met fifteen stalwart men-of-war—they were marines—in a Rugby game at New Haven recently. It was the first of its kind to be

played in the East, the sport having been introduced at Yale by Davison Scholars from Great Britain. The collegians defeated the sea-soldiers, who had learned the game in China, by 7-0 or two field goals. Harvard also introduced "rugger" this spring, and planned to meet Yale late in the season. The tactics of Rugby lead to open play and continuous action, with less of roughness than in American football. Two thousand spectators appeared enthusiastic.

● ● INNOVATION at Princeton University is the birth of a School of Public and International Affairs. The primary purpose of the new school is to train men who expect to enter public life or public administration, whether national, state, or municipal; or who expect to engage in international business and affairs, or in journalism or law. During sophomore and junior vacations, and at the end of senior year students will engage in study at approved foreign universities.

● ● DEDICATION OF the American House in the University of the City of Paris is set for April 28. The cornerstone of the building, which will house 300 American students, was laid two years ago by the late Ambassador Myron T. Herrick, moving spirit in the initial effort which resulted in the raising of \$500,000 for the structure.

● ● FIVE HUNDRED MILLION dollars for five hundred colleges is the goal of representatives of almost three hundred liberal arts colleges who met in Chicago the middle of March, to discuss means of raising that amount in endowments. Approximately one-half of the country's small colleges are joined in the drive.

● ● PROFESSOR JOHN DEWEY, dean of American philosophers, will retire from the faculty of Columbia University at the end of the academic year. Considered America's leading philosophical thinker, Professor Dewey, 70 years old last October, has been at Columbia for twenty-five years. He relinquishes active duty at his own request.

● ● MORE THAN 1500 boys and girls, delegates to the sixth annual convention of the Columbia Scholastic Press Association, attended the three-day meeting held in New York City the middle of March. More than 700 school publications were judged and rated, and prizes of gold charms were awarded five persons for outstanding work in school journalism.

● ● TO DEVELOP young men in this country to be future leaders in forestry the Charles Lathrop Pack Forest Education Board will award a number of fel-

Education

lowships in forestry for the year 1930-31. Six to eight fellowships aggregating \$10,000 are now available. Fellows appointed may study at a school of forestry, or at an institute of research, or on a forest under agricultural management, or in association with forest industries. Information may be obtained from the secretary of the Board at 1214 Sixteenth Street, N. W., Washington, D. C.

War Guilt in the Colleges

"AMERICAN TEACHERS of European history remain strangely indifferent to the universal revolution in ideas about the origins of the World War," writes Charles Mason Babcock in the *American Mercury*. "The revisionists have uncovered a series of facts sufficiently weighty to cause doubt in the minds of all European historians of any dignity, but neither new facts nor new opinions have had much effect in this country. Out of every ten American historians, nine are still rancorously anti-German, and only one shows anything resembling a fair and impartial spirit." This is Professor Fay, author of "The Origins of the World War."

To the average teacher of history, Belgium, the *Lusitania*, and submarine warfare are absolute proof that democracy, freedom of the seas, and the abolition of war were the meritorious motives of Wilsonian interference in 1917. Professor A. B. Hart of Harvard contends that the revisionists must be wrong, because otherwise the American people erred. Professor W. S. Davis believes that the War could not have occurred if Germany, Austria, and Russia had possessed democratic governments. And even despotic Russia is whitewashed by certain of the Soviet-fearing teachers. This democratic cant—according to Mr. Babcock—was launched by the British Liberals to cloak an imperialistic war with the fervor of a virtuous crusade.

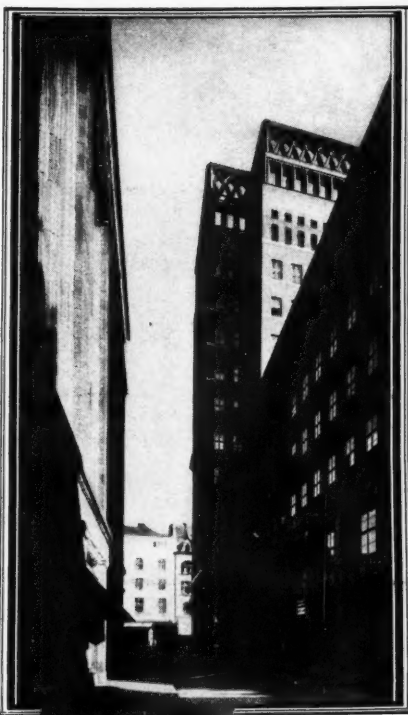
The Serbian Minister of Education in 1914 has confessed that his government knew of the plot to kill Archduke Ferdinand one month in advance, yet took no steps to warn the Austrian heir-apparent. A laudatory tablet has just been raised to the assassin by admiring compatriots. But the American school takes little stock in such details, denouncing Austrian severity although the murderer got off with a twenty-year sentence. The fatal Russian mobilization which had so large a part in making a local conflict become a world war is not usually condemned. The conservative old *American Historical Review*, Mr. Babcock finds, is eminently fair-minded and open to salvager and revisionist alike. The newer, more progressive journals are markedly reactionary.

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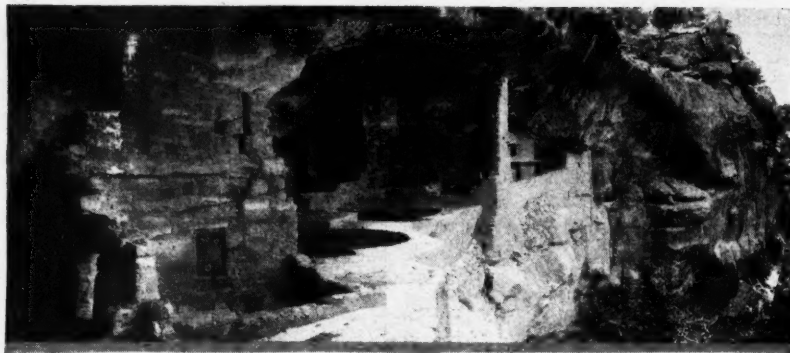
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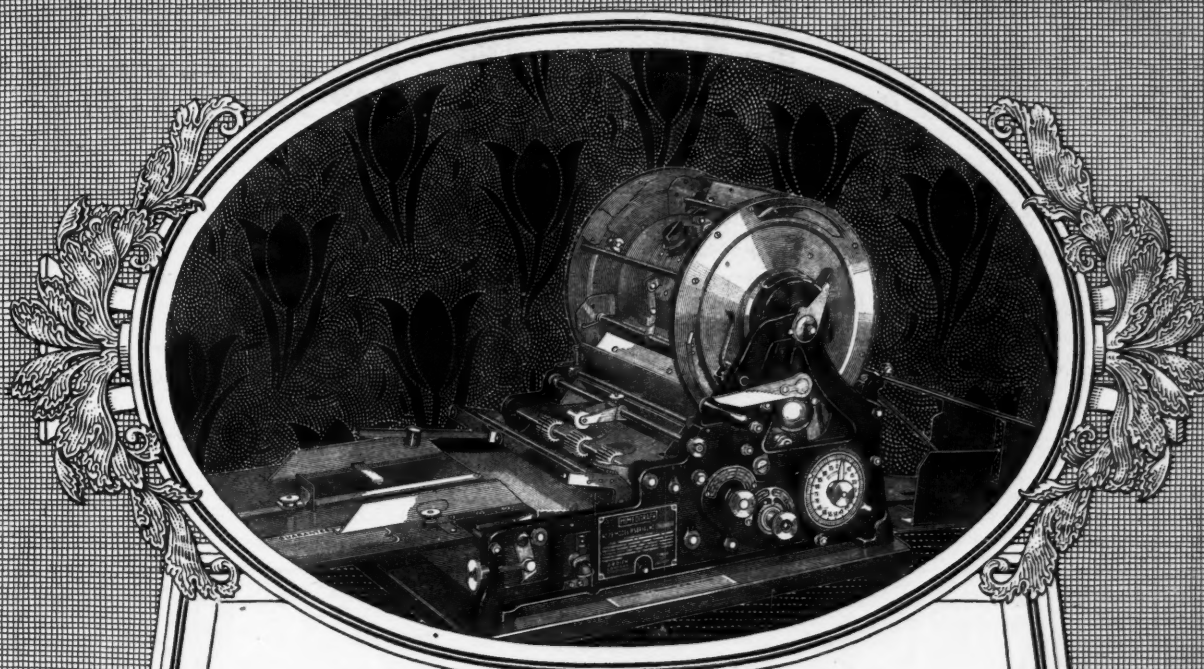


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